Foreign agency income profiles

A comprehensive summary of the ad business overseas

Notes to individual listings begin on Page M-20

A note to readers

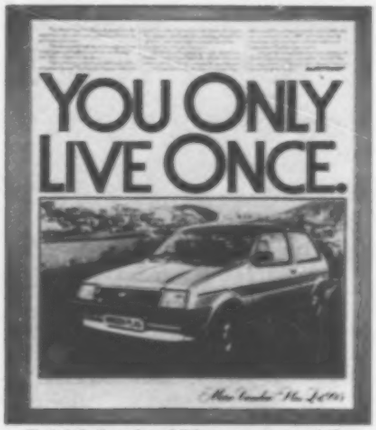
For the first time in the history of our Foreign Agency Income Report individual profiles of agencies have been left out and all information has been condensed in country-by-country charts. The only information omitted is a listing of new accounts and a media breakdown. We would like to hear from you whether this way of presenting the annual figures meets with your approval.

Agency	City	Gross income 1982 $(000)	Gross income 1981 $(000)	Increase/ (decrease) %	Billings 1982 $(000)	Billings 1981 $(000)	Gross income 1982 Foreign currency	Billings 1982 Foreign currency	Number of employes 1982	Number of employes 1981	Increase/ (decrease) %	Offices
Argentina												
J. Walter Thompson Argentina	Buenos Aires	4,519.2	2,513.7	NA	23,756.9	15,198.4	Ps75.83 bill.	Ps398.61 bill.	122	140	(13.0)	1
Ricardo de Luca Publicidad	Buenos Aires	2,771.4	1,674.8	NA	18,476.0	11,204.8	46.50 bill.	310.00 bill.	107	110	(17.0)	1
David Ratto	Capital Federal	2,521.1	1,162.2	NA	10,471.7	4,607.1	42.30 bill.	175.70 bill.	67	54	24.0	1
Ortiz, Scopesi y Cia.	Buenos Aires	2,466.9	1,500.6	NA	14,608.7	7,428.6	41.39 bill.	245.11 bill.	86	96	(10.0)	1
Casares, Grey & Asociados	Buenos Aires	1,820.0	1,008.4	NA	13,875.0	7,625.0	30.54 bill.	232.79 bill.	79	99	(20.0)	1
Gunther Krauss S.A. de Publicidad	Buenos Aires	1,708.5	803.1	NA	7,902.1	3,618.2	28.67 bill.	132.59 bill.	18	19	(5.0)	1
Lautrec Publicidad	Buenos Aires	1,637.4	762.8	NA	7,829.0	3,174.8	27.47 bill.	131.37 bill.	55	63	(13.0)	1
Young & Rubicam de Argentina	Buenos Aires	1,625.0	309.0	NA	10,838.0	2,061.0	27.26 bill.	181.85 bill.	33	27	22.0	1
Pragma/FCB Publicidade	Buenos Aires	1,586.0	—	NA	10,578.6	—	26.26 bill.	177.49 bill.	58	—	—	1
Lintas Limitada SA	Buenos Aires	1,440.0	1,249.0	NA	10,198.0	8,325.0	24.17 bill.	171.10 bill.	35	59	(41.0)	1
Yuste Publicidad	Buenos Aires	1,408.1	529.6	NA	8,070.4	3,027.0	23.53 bill.	135.41 bill.	81	89	(9.0)	1
Solanas/Ayer S.A. de Publicidad	Buenos Aires	1,214.5	635.4	NA	6,708.7	3,475.3	20.38 bill.	112.56 bill.	38	45	(16.0)	1
Leo Burnett-Sagarra	Buenos Aires	973.0	227.0	NA	6,488.0	1,512.0	15.32 bill.	108.85 bill.	29	33	(12.0)	1
Gomez Gerran Inter-Americana	Buenos Aires	893.9	299.9	NA	6,000.0	2,000.2	15.08 bill.	100.60 bill.	—	60	—	1
McCann-Erickson S.A. de Publicidad	Buenos Aires	865.0	221.0	NA	5,770.0	1,474	14.51 bill.	96.76 bill.	36	34	6.0	1
Johnson/Benton & Bowles	Buenos Aires	602.8	259.9	NA	2,741.6	1,097.2	10.11 bill.	46.00 bill.	18	16	13.0	1
Cicero/Ted Bates Publicidad	Buenos Aires	377.9	343.3	NA	2,038.3	1,716.5	6.34 bill.	34.20 bill.	31	35	(11.0)	1
The Advertisers Asociados	Buenos Aires	289.8	188.1	NA	1,931.9	1,254.3	4.86 bill.	32.42 bill.	20	18	11.0	1
Because of severe currency fluctuations, no percentage increases or decreases in gross income were calculated for Argentina.												
Australia												
George Patterson	Sydney	29,000.0	24,000.0	21.0	188,000.0	163,000.0	A$28,000.0	A$185,000.0	430	435	(1.0)	4
Clemenger Australia	Melbourne	25,468.9	21,211.2	20.0	169,877.4	113,850.0	24,959.7	166,481.2	430	418	3.0	10
D'Arcy-MacManus & Masius	Sydney	16,921.1	13,314.5	27.0	112,393.2	87,991.5	16,582.8	110,146.2	350	304	15.0	5
USP Needham Australia	Sydney/Melb.	14,349.9	11,561.1	24.0	94,591.1	77,112.6	14,063.0	92,700.0	240	228	5.0	5
Ogilvy & Mather (Australia)	Melbourne	13,599.8	11,119.0	22.0	90,710.4	74,164.0	13,327.9	88,896.9	320	263	22.0	8
McCann-Erickson Advertising	Sydney	13,495.0	11,652.0	16.0	90,012.0	77,719.0	13,225.0	88,211.0	265	279	(5.0)	—
Monahan Dayman Adams (Holdings)	Melbourne	13,382.5	9,302.8	44.0	83,640.6	58,142.7	13,115.0	81,968.4	242	155	56.0	9
Leo Burnett	Sydney	12,747.9	10,664.0	20.0	85,030.0	71,123.0	12,493.0	83,329.0	298	264	13.0.	6
J. Walter Thompson Australia	Sydney	9,184.1	8,332.1	10.0	61,227.9	56,172.4	9,000.5	60,003.9	191	176	9.0	2
FCB/Spasm	Sydney	6,714.3	5,577.7	20.0	44,784.7	37,203.4	6,580.1	43,889.3	104	100	4.0	2
Dailey International Group	Sydney	6,367.0	5,738.8	11.0	36,105.3	31,824.1	6,239.7	35,383.5	137	120	14.0	6
Young & Rubicam	Sydney	6,175.0	5,362.0	15.0	41,186.0	35,766.0	6,051.0	40,362.3	106	120	(13.0)	3
Connaghan & May Paton Ayer	Sydney	6,162.8	5,942.8	4.0	39,496.0	39,285.4	6,039.5	38,706.1	119	138	(14.0)	—
Lintas (Australia)	Sydney	6,035.0	5,364.0	13.0	39,313.0	35,172.0	5,914.0	38,527.0	107	106	1.0	3
Schofield Sherbon Baker	Sydney	4,796.0	3,662.0	31.0	28,570.0	21,940.0	4,700.0	28,000.0	84	78	8.0	3
Doyle Dane Bernbach/Berry Currie	Sydney	3,469.4	3,571.4	(3.0)	20,918.2	20,408.0	3,400.0	20,500.0	77	87	(11.0)	4
Grey & Murray Evans Advertising	Sydney	3,200.0	1,683.0	90.0	21,544.0	11,225.4	3,136.0	20,917.0	50	33	52.0	1
Mojo Australia	Sydney	2,993.3	2,094.2	43.0	19,644.0	14,805.3	2,933.5	19,251.2	31	29	7.0	1
Hertz Walpole Campbell-Ewald	Sydney	2,929.0	2,980.0	(2.0)	19,536.0	19,877.0	2,870.0	19,143.0	34	48	(29.0)	—
MCP Compton	Melbourne	2,690.5	2,447.1	10.0	17,945.0	16,322.0	2,636.7	17,587.0	34	33	3.0	1
Magnus Nankervis & Curl	Sydney	2,677.3	1,912.2	40.0	16,733.4	11,949.9	2,623.8	16,398.9	37	28	32.0	1
Pope & Kiernan & Black	Sydney	2,215.1	1,949.3	14.0	14,204.3	11,922.7	2,170.8	13,920.3	44	39	13.0	1
Buchanan, Bullpitt and Grey	Sydney	1,843.0	1,682.0	10.0	12,293.0	11,225.0	1,806.0	12,046.0	31	31	—	1
Forbes Macfie Hansen	Sydney	1,655.9	1,195.3	39.0	15,228.4	9,617.9	1,622.8	14,923.9	40	32	25.0	1
Harris Robinson Courtenay	Sydney	1,426.1	1,223.4	17.0	10,339.1	7,651.9	1,397.6	8,734.8	35	35	—	1
The Weston Co.	Sydney	1,301.0	1,180.0	10.0	7,857.0	7,143.0	1,275.0	7,700.0	19	19	—	1
Thomson White & Partners	Melbourne	1,223.1	1,145.3	7.0	8,756.0	8,217.1	1,198.7	8,581.0	22	24	(8.0)	1
Hammond Advertising	Sydney	860.0	352.0	144.0	4,592.0	1,734.0	840.0	4,500.0	18	10	80.0	1
Meridian Advertising (Australia)	Melbourne	561.7	261.6	115.0	3,746.5	1,744.7	550.5	3,671.6	22	7	214.0	2
Scali, McCabe, Sloves (Australia)	Melbourne	432.7	418.4	3.0	2,885.0	2,789.3	424.1	2,827.3	13	15	(13.0)	1
Austria												
Lintas Werbeagentur	Vienna	2,069.1	2,045.6	1.0	14,718.0	14,638.0	Sch39,114.0	Sch278,747.0	40	41	(2.0)	1
McCann-Erickson	Vienna	1,901.0	1,606.0	18.0	12,680.0	10,712.0	35,932.0	239,666.0	41	40	3.0	—
GGK Wien	Vienna	1,602.9	1,544.7	4.0	10,685.8	10,315.5	30,300.0	202,000.0	25	25	—	1
J. Walter Thompson	Vienna	1,361.0	1,451.0	(6.0)	9,073.0	9,671.0	25,725.0	171,511.0	38	38	—	1
MMS-Werbeagentur	Linz	1,333.1	1,190.3	12.0	9,310.4	8,040.8	25,200.0	176,000.0	—	—	—	1
Demner & Merlicek	Vienna	1,206.1	796.1	51.0	8,093.7	5,819.0	22,800.0	153,000.0	23	18	28.0.	1
Werbetechnisches Studio	Vienna	1,090.0	968.1	13.0	7,459.0	6,824.1	20,600.0	141,000.0	24	20	20.0	1
Ogilvy & Mather Wien	Vienna	979.6	963.8	1.0	6,533.9	6,461.9	18,517.9	123,514.6	24	27	(11.0)	1
NCK Austria	Vienna	975.0	728.1	34.0	6,500.0	4,853.9	18,431.4	122,876.0	—	11	—	—
D'Arcy-MacManus & Masius	Vienna	918.0	897.0	2.0	6,077.0	5,824.0	17,365.0	114,869.0	20	21	(5.0)	
Young & Rubicam	Vienna	910.0	864.0	5.0	6,070.0	5,761.0	17,204.0	114,747.3	22	22	5.0	1
Werbeagentur Wirz	Vienna	904.6	1,031.6	(12.0)	7,600.0	8,628.0	17,100.0	143,500.0	14	15	(7.0)	1
Team Werbeagentur	Vienna	846.4	719.4	2.0	5,607.0	4,813.0	16,000.0	106,000.0	17	17	—	1
Weinberger Werbehaus	Vienna	842.6	726.1	16.0	5,554.5	5,184.2	15,929.0	105,000.0	19	18	6.0	1
Dorland Advertising	Vienna	825.2	714.2	16.0	4,073.3	3,713.6	15,600.0	77,000.0	10	10	—	1
Die Sieber Werbungagesellschaft	Vienna	777.6	703.6	11.0	8,448.1	8,532.8	14,700.0	159,700.0	23	23	—	1
Intermarco-Farner	Vienna	713.1	540.0	32.0	5,634.0	4,496.5	13,480.0	106,500.0	19	20	(5.0)	1
Die Werbe Wien	Vienna	518.4	534.3	(3.0)	4,317.0	4,608.0	9,800.0	81,600.0	16	20	(20.0)	1
Gramm & Grey Vienna	Vienna	497.3	455.0	9.0	4,602.3	3,518.0	9,400.0	87,000.0	14	14	—	1
Campbell-Ewald Werbeagentur	Vienna	55.0	339.0	(84.0)	367.0	2,261.0	1,032.0	6,883.0	1	2	(50.0)	—

Views from abroad

A selection of advertising created by agencies overseas

Walita electric razor:
MPM Propaganda, Brazil.



British Leyland Metro automobile:
Leo Burnett Ltd., Britain.

O.B.A.O bath line:
Feldman Calleux, France.

Bergasol suntan lotion:
Wight, Collins, Rutherford, Scott, Britain.

Unipart sparkplugs:
Saatchi & Saatchi, Britain.

Toyota:
Dentsu Inc., Japan.

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Bahrain												
Fortune Promoseven	Bahrain	1,805.4	1,709.1	6.0	12,042.3	11,399.4	Bdin 884.5	Bdin 837.3	82	80	3.0	5
Barbados												
Corbin Compton	Bridgetown	342.5	360.4	(5.0)	2,218.3	2,316.6	B$684.3	B$4,436.6	18	17	6.0	1
Smith & Oxley Advertising	Belleville	303.0	260.0	17.0	2,324.5	2,029.8	606.0	4,649.0	19	19	—	1
Belgium												
HHD Ogilvy & Mather	Brussels	4,540.5	4,539.9	0.0	—	—	BF206,291.3	—	101	104	(3.0)	—
McCann-Erickson S.A.	Brussels	4,537.4	3,999.3	13.0	30,262.0	26,673.0	206,150.0	BF1.38 bill.	100	103	(3.0)	1
S.A. Lintas (Belgium)	Brussels	3,549.0	3,712.0	(4.0)	23,914.0	25,370.0	161,249.0	1.09 bill.	73	77	(5.0)	1
Benton & Bowles S.A.	Brussels	3,446.0	3,224.4	7.0	21,937.0	21,506.0	156,562.0	1.04 bill.	83	88	(6.0)	1
Young & Rubicam Belgium	Brussels	3,321.0	2,772.0	20.0	22,152.0	18,489.0	150,879.0	1.01 bill.	70	66	6.0	2
Dechy Univas S.A.	Brussels	3,200.9	2,525.2	27.0	21,339.7	16,834.6	145,431.0	969,546.0	63	62	2.0	2
J. Walter Thompson S.A.	Brussels	2,914.1	3,213.5	(9.0)	19,431.7	21,432.9	132,400.0	882,859.0	56	58	(3.0)	1
D'Arcy-MacManus & Masius	Brussels	2,667.3	2,481.6	7.0	17,791.1	16,552.2	121,187.0	806,317.0	62	60	3.0	1
Troost Campbell-Ewald S.A.	Brussels	2,472.0	2,281.0	8.0	16,488.0	15,214.0	112,309.0	749,101.0	51	49	4.0	1
Marsteller International S.A.	Brussels	2,380.0	1,969.0	21.0	15,876.0	13,134.4	108,142.0	721,307.1	—	—	—	1
Intermarco-Farner S.A.	Brussels	2,163.2	1,855.1	17.0	14,429.0	12,373.0	98,282.0	655,541.0	51	44	16.0	1
Grey Belgium	Brussels	1,897.0	1,781.0	6.0	14,856.8	11,885.0	86,200.0	675,000.0	42	45	(7.0)	1
Impact-FCB/Belgium	Brussels	1,886.7	1,718.3	10.0	12,584.2	11,461.1	85,719.3	571,747.9	46	45	2.0	1
Doyle Dane Bernbach S.A.	Brussels	1,780.0	1,383.4	29.0	11,864.0	9,222.2	80,851.0	539,000.0	33	30	10.0	1
Norman, Craig & Kummel	Brussels	1,650.0	1,258.1	31.0	11,000.0	8,387.5	74,966.1	499,774.0	—	21	—	1
Van Hees-Vlessing/Enterprise	Brussels	1,493.0	1,227.7	22.0	9,956.2	8,187.0	67,831.0	452,350.0	30	27	11.0	1
Ted Bates S/A	Brussels	1,266.5	1,465.4	(14.0)	8,910.0	9,774.0	57,542.0	404,828.0	40	42	(5.0)	2
Coerten S.A.	Brussels	1,179.4	—	—	4,615.2	—	53,586.0	209,687.0	19	—	—	1
LVH & Partners	Brussels	1,127.5	1,058.4	7.0	8,371.0	8,248.9	51,226.7	380,325.3	26	23	13.0	1
Partner S.A.	Brussels	902.4	1,028.4	(12.0)	6,019.7	7,684.7	41,000.0	273,500.0	35	30	17.0	1
TBWA Belgium	Brussels	719.0	792.4	(12.0)	4,796.0	5,282.4	32,667.0	217,901.0	16	16	—	1
Leo Burnett	Brussels	716.4	642.3	12.0	4,778.3	4,284.1	32,548.0	217,098.0	14	15	(7.0)	1
MarkCom S.A.	Brussels	663.9	530.7	25.0	3,693.3	2,872.8	30,162.0	167,800.0	17	17	—	1
Mousault/Ayer	Antwerp	636.8	642.1	(1.0)	4,247.2	4,280.7	28,930.8	192,968.6	13	14	(7.0)	1
Trema & Partners	Brussels	574.5	481.7	19.0	3,829.7	3,211.4	26,100.0	174,000.0	16	17	(6.0)	1
Columbia Advertising	Brussels	299.1	270.4	11.0	1,994.7	1,803.6	13,587.2	90,626.5	8	7	14.0	1
DFS/McCredie	Brussels	248.2	387.4	(36.0)	1,811.0	2,462.9	11,276.0	82,270.0	10	10	—	1
Bermuda												
Advertising Associates-Compton	Hamilton	1,085.9	731.6	48.0	5,272.1	5,917.6	—	—	22	22	—	1
Bolivia												
Unitros Bolivia	Cochabamba	120.0	78.4	53.0	1,120.0	604.0	Ps4,918.0	Ps45,901.6	8	8	—	1

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J. Walter Thompson & Asociados	La Paz	93.4	66.3	41.0	565.2	398.0	Ps3,828.8	Ps23,163.4	8	8	—	1
Brazil												
MPM Propaganda	Sao Paulo	36,801.1	16,175.3	NA	147,204.4	55,144.2	Cr6.1 bill.	Cr24.4 bill.	840	810	4.0	12
Alcantara Machado, Periscinoto Comunicacoes	Sao Paulo	35,167.0	11,607.8	NA	152,727.8	44,198.0	5.8 bill.	25.3 bill.	453	417	9.0	3
Salles/Inter-Americana de Publicidade	Sao Paulo	26,536.0	11,113.3	NA	106,143.7	44,453.2	4.4 bill.	17.6 bill.	504	459	10.0	3
Duailibi, Petit, Zaragoza Propaganda	Sao Paulo	21,285.9	8,140.5		85,143.6	32,568.0	3.5 bill.	14.1 bill.	341	307	11.0	4
Norton Publicidade	Sao Paulo	20,502.0	7,538.0	NA	82,008.0	30,150.0	3.4 bill.	13.6 bill.	420	396	6.0	9
Denison S/A	Sao Paulo	18,090.0	6,633.0	NA	72,360.0	26,532.0	3.0 bill.	12.0 bill.	320	280	14.0	3
J. Walter Thompson Publicidade	Sao Paulo	17,209.6	6,814.0	NA	114,788.2	45,448.8	2.9 bill.	19.0 bill.	369	321	15.0	2
McCann-Erickson Publicidade	Sao Paulo	17,091.0	6,896.0	NA	113,997.0	45,996.0	2.8 bill.	18.9 bill.	303	270	12.0	—
Standard, Ogilvy & Mather Publicidade	Sao Paulo	10,655.8	6,017.0	NA	41,715.4	22,846.8	1.8 bill.	6.9 bill.	335	306	9.0	4
SSC&B:Lintas (Brazil)	Sao Paulo	8,598.0	3,544.0	NA	36,206.0	15,588.0	1.4 bill.	6.0 bill.	191	179	7.0	2
Assessor Comunicacoes Social Integrada	Rio de Janeiro	7,618.4	2,741.5	NA	30,473.5	10,965.9	1.3 bill.	5.1 bill.	201	156	29.0	—
Castelo Branco e Associados Propaganda	Sao Paulo	7,537.0	3,093.0	NA	34,974.0	13,869.0	1.3 bill.	5.8 bill.	236	206	15.0	3
Gang Publicidade e Promocoes	Sao Paulo	6,633.0	3,063.2	NA	24,723.0	12,017.8	1.1 bill.	4.1 bill.	175	165	6.0	2
Lage, Stabel & Guerreiro/BBDO Publicidade	Sao Paulo	5,845.5	2,345.7	NA	21,744.2	8,725.4	969,400.0	3.6 bill.	87	76	14.0	2
Novagencia de Propaganda	Sao Paulo	5,748.7	2,165.0	NA	22,890.0	8,659.0	953,346.0	3.8 bill.	101	98	3.0	4
SGB Publicidad e Promocoes	Rio de Janeiro	5,306.0	2,357.0	NA	21,225.0	9,430.0	880,000.0	3.6 bill.	145	142	2.0	6
GFM/Propeg	Salvador	5,209.1	1,916.3	NA	18,688.1	7,007.9	863,871.2	3.1 bill.	185	129	43.0	4
Proeme Campbell-Ewald Comunicacoes	Sao Paulo	4,524.0	2,035.0	NA	30,175.0	13,573.0	750,236.0	5.0 bill.	132	154	(14.0)	—
Young & Rubicam do Brasil	Sao Paulo	4,157.0	1,524.0	NA	27,725.0	10,166.0	690,000.0	4.6 bill.	89	76	17.0	1
Caio Domingues & Associados Publicidade	Rio de Janeiro	3,015.0	1,308.5	NA	14,273.0	6,496.0	500,000.0	2.4 bill.	91	97	(7.0)	3
Publicidad Siboney	Sao Paulo	2,400.0	633.6	NA	16,000.0	4,226.2	398,016.0	2.7 bill.	—	—	—	1
Nucleo/FCB Publicidade	Sao Paulo	2,394.6	1,264.4	NA	15,972.0	8,435.8	397,116.0	2.6 bill.	76	59	29.0	1
Leo Burnett	Sao Paulo	2,352.0	1,130.0	NA	15,686.0	7,537.0	390,000.0	2.6 bill.	57	53	8.0	1
Oliveira, Murgel Comunicacao	Rio de Janeiro	2,110.5	—	NA	7,597.8	—	350,000.0	1.3 bill.	24	22	9.0	1
Grupo de Trabalho em Marketing e Comunicacao	Sao Paulo	1,421.5	407.1	NA	8,263.6	2,318.6	235,741.0	1.4 bill.	38	41	(7.0)	1
Esquire Propaganda	Rio de Janeiro	1,421.0	1,242.2	NA	7,477.0	6,017.9	235,600.0	1.2 bill.	48	42	14.0	1
GGK	Sao Paulo	1,046.2	494.5	NA	6,978.2	3,298.4	173,500.0	1.2 bill.	30	26	15.0	1
Ogilvy & Mather Resposta Direta	Sao Paulo	651.2	492.6	NA	2,040.3	673.3	107,996.9	338,363.4	43	18	139.0	1
Universal & Grey Publicidade	Rio de Janeiro	558.0	240.1	NA	2,652.0	1,225.0	92,501.0	439,792.0	31	28	11.0	2
Ogilvy & Mather Promocoes Merch. Design	Sao Paulo	370.1	—	NA	725.3	—	61,374.3	120,279.2	20	—	—	2

Because of severe currency fluctuations, no percentage increases or decreases in gross income were calculated for Brazil.

Britain

Saatchi & Saatchi Group U.K.	London	62,731.8	47,976.0	31.0	417,923.2	319,628.0	£35,524.0	£236,663.0	1123	1131	(1.0)	9
J. Walter Thompson Group	London	33,731.8	30,413.3	11.0	236,983.8	209,788.9	19,101.8	134,200.0	656	663	(1.0)	4
D'Arcy-MacManus & Masius	London	30,504.5	28,350.0	8.0	195,727.0	181,008.5	17,274.0	110,837.0	616	602	2.0	2
McCann Group	London	22,715.0	26,619.2	(14.0)	151,507.2	177,549.0	12,863.0	85,796.0	430	509	(16.0)	—
Charles Barker Group Ltd.	London	22,426.9	21,014.2	7.0	149,400.0	130,900.0	12,700.0	84,600.0	617	640	(4.0)	10
Ogilvy & Mather	London	19,693.1	16,549.6	19.0	131,287.6	110,330.4	11,151.9	74,346.0	298	304	(2.0)	1
Royds Advertising Group	London	19,274.4	18,285.0	5.0	128,495.7	121,900.1	10,914.8	72,765.0	511	572	(11.0)	12
Young & Rubicam Holdings	London	18,607.0	15,259.0	22.0	124,111.0	101,778.0	10,537.0	70,284.1	368	330	12.0	1
Allen, Brady & Marsh	London	17,245.8	13,329.0	29.0	114,977.7	88,860.0	9,766.0	65,110.0	347	304	14.0	1
Foote, Cone & Belding	London	17,053.3	15,387.9	11.0	113,745.5	102,637.3	9,657.0	64,412.2	327	371	(12.0)	1
Ted Bates	London	16,730.1	16,808.0	(0.1)	116,212.1	124,101.0	9,474.0	65,809.0	330	364	(10.0)	4
Lowe & Howard-Spink	London	14,833.6	9,571.2	55.0	—	—	8,400.0	—	33	49	48.0	1
Collett Dickenson Pearce	London	14,218.5	17,715.8	(20.0)	95,975.0	101,221.4	8,051.7	54,349.1	275	304	(10.0)	—
Leo Burnett	London	14,046.0	10,625.4	32.0	93,686.3	70,871.0	7,954.0	53,053.0	239	232	3.0	1
Dorland Advertising	London	12,776.3	10,837.1	18.0	95,358.6	81,049.9	7,235.0	54,000.0	265	260	2.0	1
Boase Massimi Pollitt	London	12,741.0	10,410.0	22.0	86,940.0	69,400.0	7,215.0	48,100.0	175	192	(9.0)	1
Geers Gross Advertising Ltd.	London	12,500.0	10,282.7	22.0	83,000.0	65,319.4	7,078.8	47,002.9	97	85	14.0	2
Rex Stewart & Associates	London	12,273.0	9,924.4	24.0	74,167.8	56,508.8	6,950.0	42,000.0	550	520	6.0	18
Benton & Bowles Ltd.	London	11,461.0	9,713.0	18.0	76,912.0	69,495.0	6,490.0	43,554.0	254	241	5.0	1
Lintas Ltd.	London	10,485.0	9,771.0	7.0	72,633.0	65,169.0	5,938.0	41,131.0	188	211	(11.0)	7
Brewing Advertising & Marketing	London	10,014.2	9,761.0	3.0	66,761.1	65,073.4	5,671.0	37,805.7	335	332	1.0	6
Gre[illegible] Advertising Ltd.	London	9,800.0	8,000.0	23.0	67,500.0	53,600.0	5,500.0	37,200.0	138	136	1.0	2
Davidson Pearce Ltd.	London	9,253.3	7,713.5	20.0	69,100.0	54,213.1	5,240.0	39,130.0	168	167	1.0	1
Doyle Dane Bernbach	London	9,006.1	7,770.0	16.0	60,041.0	51,211.0	5,100.0	34,000.0	174	171	2.0	2
Wasey Campbell-Ewald	London	7,814.1	8,955.0	(13.0)	52,119.0	59,730.0	4,425.0	29,515.0	149	186	(20.0)	—
McCormick Intermarco-Farner Ltd.	London	7,417.0	6,004.1	24.0	49,622.0	40,969.0	4,200.0	28,100.0	155	130	19.0	5
Sharps Advertising Ltd.	London	7,063.6	6,340.0	11.0	41,640.0	41,890.0	4,000.0	23,580.0	120	131	(8.0)	1
Grandfield Rork Collins	London	6,570.0	3,750.0	75.0	43,812.0	24,990.0	3,720.0	24,810.0	143	108	32.0	5
Michael Bungey & Partners	London	6,269.0	6,092.4	3.0	41,852.0	40,792.3	3,550.0	23,700.0	80	75	7.0	3
TBWA Great Britain	London	6,200.0	5,708.3	9.0	41,354.0	38,055.1	3,511.0	23,419.0	78	80	(3.0)	1
Lonsdale Advertising	London	5,912.5	5,639.9	5.0	41,175.1	37,724.7	3,348.1	23,316.8	135	143	(6.0)	1
Norman, Craig & Kummel	London	5,700.0	4,940.3	15.0	38,000.0	32,935.8	3,227.9	21,519.4	—	90	—	—
KMP Partnership	London	5,650.9	5,209.4	9.0	41,322.0	38,142.4	3,200.0	23,400.0	87	98	(11.0)	1
Wight Collins Rutherford Scott	London	5,650.0	4,060.0	39.0	41,300.0	29,840.0	3,200.0	23,400.0	80	50	60.0	1
R.H. Kirkwood Co.	London	5,350.7	3,266.9	64.0	34,528.6	21,190.8	3,030.0	19,553.0	90	65	38.0	1
David Williams & Ketchum Ltd.	London	5,236.8	5,173.9	1.0	34,912.1	35,280.0	2,965.5	19,770.2	90	115	(22.0)	1
Butler Dennis Garland & Partners Ltd.	London	5,218.2	4,450.1	17.0	34,788.2	29,670.0	2,955.0	19,700.0	76	80	(5.0)	1
SJIP/BBDO	London	5,068.0	5,192.0	(2.0)	33,905.3	34,611.6	2,880.0	19,200.0	97	86	13.0	1
LansdownEuro Ltd.	London	4,909.4	2,536.7	94.0	32,745.7	17,278.1	2,780.1	18,543.3	95	—	—	1
Colman RSCG & Partners	London	4,273.5	3,450.0	24.0	28,289.7	22,603.5	2,420.0	16,020.0	64	61	5.0	1
Leagas Delaney	London	4,238.2	2,295.7	85.0	28,254.4	15,539.9	2,400.0	16,000.0	50	34	47.0	1
BNRR Needham	London	3,800.0	3,178.6	20.0	25,346.0	25,500.0	2,151.9	14,353.0	58	42	38.0	1
Chetwynd Haddons	London	3,660.6	3,388.8	8.0	24,016.2	22,603.5	2,039.0	13,600.0	73	75	(3.0)	1
Gold Greenless Trott	London	3,309.4	1,667.9	98.0	22,073.8	11,125.2	1,873.1	12,500.0	40	25	60.0	1
Freeman, Mathews and Milne Ltd.	London	3,210.4	3,205.1	0.1	21,402.7	21,367.4	1,818.0	12,120.0	69	79	(13.0)	1
Abbott Mead Vickers/SMS	London	2,860.8	3,438.2	(17.0)	19,071.7	21,332.1	1,620.0	10,800.0	85	80	6.0	1
Moxon, Dolphin & Kerby	London	2,819.0	—	—	7,079.0	—	1,597.0	4,010.0	55	—	—	—
Fletcher Shelton Delaney	London	2,482.9	2,191.5	13.0	17,494.0	17,044.0	1,406.0	9,907.0	46	45	2.0	1
Nicklin Advertising Ltd.	London	2,304.5	1,920.4	20.0	15,363.3	12,802.8	1,305.0	8,700.0	42	41	2.0	2
Biggs Communication Group	London	2,256.7	2,097.7	8.0	7,387.5	4,501.8	1,277.9	4,183.4	64	73	(12.0)	4
Marsteller Ltd.	London	1,704.0	2,379.0	(28.0)	11,364.4	15,863.0	965.0	6,435.5	—	—	—	1
Ogilvy & Mather (Scotland)	Glasgow	1,532.0	1,217.1	26.0	9,506.3	7,617.1	867.5	5,383.3	39	34	15.0	1
Ogilvy & Mather Direct Response	London	1,423.1	977.6	46.0	9,417.1	6,465.7	805.9	5,332.8	35	31	13.0	1
Ehrenstrahle & Co.	London	1,324.4	847.6	56.0	5,918.4	3,297.8	750.0	3,351.5	10	8	3.0	1

FOREIGN AGENCY INCOME

Agency	City	Gross income 1982 $(000)	Gross income 1981 $(000)	Increase/ (decrease) %	Billings 1982 $(000)	Billings 1981 $(000)	Gross income 1982 Foreign currency	Billings 1982 Foreign currency	Number of employes 1982	Number of employes 1981	Increase/ (decrease) %	Offices
Mathers Advertising	London	1,124.6	728.9	54.0	7,163.4	4,618.7	636.8	4,056.5	23	23	—	1
FCO Univas	London	860.0	807.0	7.0	5,736.2	5,381.0	487.0	3,248.3	21	23	(9.0)	1
Foster Turner & Benson	London	798.4	825.2	(3.0)	4,931.6	5,146.0	452.1	2,792.7	18	15	2.0	1
Mathers & Benson Advertising	London	380.8	266.2	43.0	2,539.7	1,775.6	215.6	1,438.2	15	14	7.0	1
Kingsway Media Services	London	257.9	232.0	11.0	1,720.5	1,547.5	146.1	974.3	9	9	—	1
Canada												
J. Walter Thompson	Toronto	16,236.0	13,615.3	32.0	108,292.2	90,814.2	C$20,007.0	C$133,477.0	383	354	8.0	4
Foster Advertising	Toronto	15,832.0	14,807.5	7.0	105,599.6	98,765.7	19,509.6	130,128.9	—	—	—	6
McKim Advertising	Toronto	14,611.9	13,018.1	12.0	122,452.0	100,219.0	18,006.0	150,900.0	349	368	(5.0)	6
Ogilvy & Mather (Canada)	Toronto	11,482.0	9,998.0	15.0	76,582.0	66,687.0	14,149.0	94,371.0	227	234	(3.0)	2
Vickers & Benson Cos.	Toronto	10,619.3	10,203.0	4.0	69,710.3	62,341.9	13,086.0	85,903.0	311	327	(5.0)	2
Hayhurst Advertising	Toronto	10,225.0	10,894.4	(6.0)	68,166.0	72,629.0	12,600.0	84,000.0	213	275	(23.0)	3
Ronalds-Reynolds & Co.	Toronto	7,993.3	7,308.8	9.0	55,218.5	45,898.5	9,850.0	68,045.0	209	196	7.0	3
McCann-Erickson Advertising of Canada	Toronto	7,143.0	7,312.4	(2.0)	47,644.0	48,771.0	8,802.0	58,709.0	169	193	(12.0)	—
Young & Rubicam	Toronto	6,553.0	6,405.0	2.0	43,709.0	42,722.0	8,075.2	53,849.5	146	152	(4.0)	3
Leo Burnett	Toronto	6,395.0	6,029.0	6.0	42,652.4	40,216.3	7,880.0	52,560.0	138	137	1.0	2
Cosette Associes Communication Marketing	Quebec City	6,086.3	4,950.2	23.0	41,711.1	34,083.0	7,500.0	51,400.0	145	—	—	3
Grey Advertising	Montreal	4,383.0	4,266.0	3.0	29,235.0	28,454.0	5,396.0	35,991.0	111	110	1.0	2
Ted Bates	Toronto	4,087.0	4,339.1	(6.0)	28,622.4	26,438.7	5,036.0	35,271.0	118	123	(4.0)	2
Norman, Craig & Kummel	Toronto	3,600.0	2,921.7	23.0	24,000.0	21,423.6	4,435.2	29,568.0	—	46	—	—
Foote, Cone & Belding (Canada)	Toronto	3,380.4	3,137.8	8.0	22,547.6	20,928.9	4,165.7	27,785.0	83	75	11.0	2
R.T. Kelley	Hamilton, Ont.	3,375.7	3,569.1	(5.0)	18,927.4	19,177.3	4,159.8	23,323.9	89	114	(22.0)	4
Grant/Tandy Ltd.	Toronto	3,230.3	2,947.7	10.0	21,535.5	19,651.4	3,980.7	26,537.9	60	64	(6.0)	3
Scali, McCabe, Sloves	Toronto	2,887.4	2,323.1	24.0	19,259.1	15,495.2	3,558.1	23,732.7	54	57	(5.0)	1
Needham, Harper & Steers of Canada	Toronto	2,488.0	2,017.4	23.0	16,639.0	13,195.0	3,066.0	20,504.0	46	45	2.0	2
Enterprise Advertising Associates	Toronto	2,171.0	1,860.0	17.0	14,479.0	12,406.2	2,675.0	17,842.0	33	28	18.0	1
Kert Advertising	Toronto	2,109.9	1,947.6	8.0	16,392.3	14,607.0	2,600.0	20,200.0	46	46	—	4
Doyle Dane Bernbach	Toronto	1,926.9	1,511.0	28.0	12,807.1	10,834.0	2,373.0	15,782.0	40	37	8.0	1
Ambrose, Carr, De Forest & Linton	Toronto	1,808.8	1,187.2	52.0	12,064.6	7,918.6	2,229.0	14,867.0	38	24	58.0	1
Benton & Bowles Canada	Toronto	1,744.8	1,209.1	44.0	16,551.7	9,968.4	2,150.1	20,396.4	37	35	6.0	1
D'Arcy-MacManus & Masius	Toronto	1,551.0	1,399.0	11.0	10,339.0	9,327.0	1,911.0	12,740.0	33	39	(15.0)	1
Jean Leveille & Associes	Montreal	1,201.0	1,099.6	9.0	4,625.6	7,330.5	1,480.0	5,700.0	—	—	—	2
SSC&B:Lintas (Canada)	Toronto	1,161.0	940.0	24.0	7,743.0	6,269.0	1,430.5	9,541.4	30	30	—	1
Pierre Tremblay Publicite	Quebec City	617.0	1,313.0	(53.0)	4,838.9	8,879.4	760.3	5,963.0	16	18	(11.0)	1
N W Ayer Advertising	Toronto	437.4	566.7	(23.0)	3,378.0	3,779.5	539.0	4,162.0	8	8	—	1
Campbell-Ewald (Canada)	Toronto	423.0	—	—	2,821.0	—	521.0	3,475.0	10	—	—	—
Bleau, Duperrey, Giguere & Associes	Quebec City	194.8	227.7	(14.0)	527.5	1,007.8	240.0	650.0	—	—	—	1
Bob Howe Advertising	Toronto	158.2	133.9	18.0	1,055.0	892.7	195.0	1,300.0	6	6	—	1
Chile												
J. Walter Thompson Chilena	Santiago	4,178.9	4,106.1	2.0	27,860.4	27,375.1	Ps178,583.4	Ps1.19 bill.	90	95	(5.0)	1
Northcote Merino & Silva/Lintas	Santiago	2,362.0	2,581.0	(8.0)	15,744.0	17,435.0	100,924.0	672,827.0	70	78	(10.0)	1
Promoplan	Santiago	2,349.3	2,191.3	7.0	15,662.1	14,608.6	100,398.3	669,322.3	35	62	(44.0)	1
Publiart/BBDO	Santiago	2,013.0	2,544.3	(21.0)	13,425.0	18,500.0	86,025.6	573,717.4	35	42	(17.0)	1
McCann-Erickson SA de Publicidad	Santiago	1,602.0	2,341.1	(32.0)	10,685.0	15,614.0	68,447.0	456,541.0	55	72	(24.0)	1
Azocar, Morrison, Walker	Santiago	1,465.0	1,185.7	24.0	9,388.5	7,721.0	62,605.6	401,217.4	26	23	13.0	1
Grey-Chile	Santiago	1,386.7	1,795.8	(23.0)	9,249.0	11,977.7	59,258.9	395,257.0	45	59	(24.0)	1
Unitros Chile	Santiago	1,207.0	1,856.0	(35.0)	8,307.0	9,620.0	51,581.0	355,000.0	53	53	—	1
Sertec Inter-Americana	Santiago	1,190.0	1,147.1	4.0	7,000.0	7,647.2	50,854.7	299,145.3	29	29	—	1
Epoca Ted Bates	Santiago	897.9	1,137.7	(21.0)	5,989.3	7,588.6	38,371.8	255,953.1	23	31	(26.0)	1
Matte & Mendez Compton	Santiago	739.0	1,426.6	(48.0)	4,929.0	9,515.3	31,580.3	210,640.3	22	—	—	1
Israel & de Bianchi	Santiago	726.6	188.9	285.0	4,843.8	1,261.8	31,050.0	207,000.0	26	22	18.0	1
Young & Rubicam de Chile	Santiago	675.0	269.0	151.0	4,501.0	1,797.0	28,845.0	192,350.2	21	15	40.0	1
Leo Burnett	Santiago	484.0	461.0	5.0	3,228.0	3,072.0	20,684.0	137,962.0	18	18	—	1
Hermosilla, Zegers y Cia.	Santiago	414.8	315.9	31.0	2,766.8	2,107.1	17,727.0	118,239.0	18	12	50.0	1
Baumlis Publicidad	Santiago	157.9	381.7	(59.0)	1,053.2	2,546.0	6,748.1	45,009.5	10	15	(50.0)	1
China												
McCann-Erickson Jardine (China)	Beijing	161.4	50.3	221.0	1,076.7	335.5	HK$969.0	HK$6,463.0	4	3	33.0	1
Colombia												
Leo Burnett Colombiana	Bogota	3,243.0	2,310.0	40.0	21,629.0	15,407.0	Ps206,542.0	Ps1.38 bill.	136	129	5.0	1
McCann-Erickson Corp.	Bogota	2,534.1	1,757.0	44.0	16,902.0	11,719.0	161,410.0	1.08 bill.	108	91	19.0	1
G. Meza & Ted Bates Asociados	Bogota	2,349.8	1,365.6	72.0	15,665.5	9,104.1	149,670.0	997,800.0	82	70	17.0	1
Atenas/BBDO	Bogota	2,074.8	1,112.2	87.0	9,879.9	5,217.9	132,152.0	629,295.2	81	65	25.0	1
Puma Compton Colombia	Bogota	1,900.0	1,645.8	15.0	12,673.0	10,977.7	121,019.0	807,196.0	61	60	2.0	3
Centrum Publicitario	Cali	1,413.0	847.8	67.0	7,065.0	5,301.0	90,000.0	450,000.0	83	72	15.0	2
Contacto Publicidad	Cali	1,201.0	—	—	5,863.0	—	76,500.0	362,000.0	67	57	18.0	1
Publicidad Artefilme	Bogota	525.0	379.6	38.0	3,500.0	2,532.1	3,343.7	12,250.0	—	—	—	1
P.P.& A. Cia.	Bogota	194.8	169.4	15.0	1,299.2	1,130.0	12,406.0	82,750.0	39	31	26.0	1
Costa Rica												
APCU de Costa Rica	San Jose	403.2	120.0	236.0	2,688.0	799.2	C16,800.0	C112,000.0	13	14	(7.0)	1
McCann-Erickson Centroamericana (Costa Rica)	San Jose	275.0	230.0	20.0	1,834.0	1,534.0	11,469.0	76,498.0	42	41	2.0	1
Publicidad Siboney	San Jose	150.0	58.9	155.0	1,000.0	392.6	6,250.1	41,667.0	—	—	—	1
Curacao												
R.J. Dovale Advertising	Willemstad	289.3	247.8	17.0	1,863.6	1,598.5	NAf517.9	NAf3,333.8	12	17	(29.0)	2
Cyprus												
Impact/BBDO International	Nicosia	3,000.0	2,600.0	15.0	20,000.0	17,300.0	C£1,299.0	C£8,660.0	104	86	21.0	1
Denmark												
Ted Bates A/S	Copenhagen	4,170.0	3,021.0	38.0	28,393.4	20,044.3	DKr34,720.0	DKr236,415.0	87	80	9.0	1
scan-ad reklamebureau a/s	Arhus	2,143.0	2,086.1	3.0	9,206.0	8,179.1	17,840.0	76,650.0	74	87	(15.0)	5
Ogilvy & Mather Reklamebureau	Copenhagen	1,987.0	1,495.0	33.0	14,956.0	10,199.0	16,544.0	124,530.0	53	53	—	2
Gutenberghus Reklamebureau A/S	Copenhagen	1,928.3	1,777.4	8.0	12,207.6	10,550.4	16,056.0	101,645.0	51	52	(2.0)	1
Lintas Reklamebureau A/S	Copenhagen	1,749.0	1,668.0	5.0	11,753.0	11,357.0	14,560.0	97,856.0	47	41	15.0	2
Henriksen & Sieling/BBDO	Copenhagen	1,703.0	1,706.3	(0.2)	11,573.6	12,052.9	14,178.0	96,366.0	35	42	(17.0)	2
Young & Rubicam	Copenhagen	1,505.0	1,361.0	11.0	10,038.0	9,077.0	12,537.0	83,576.4	38	38	—	1
D'Arcy-MacManus & Masius	Copenhagen	1,149.0	1,120.0	3.0	8,527.0	7,917.0	9,564.0	71,003.0	35	38	(8.0)	1
Intermarco-Farner A/S ProMedia	Copenhagen	1,126.0	901.0	25.0	7,506.0	6,005.0	9,375.0	62,500.0	25	26	(4.0)	1

Agency	City	Gross income 1982 $(000)	Gross income 1981 $(000)	Increase/ (decrease) %	Billings 1982 $(000)	Billings 1981 $(000)	Gross income 1982 Foreign currency	Billings 1982 Foreign currency	Number of employes 1982	Number of employes 1981	Increase/ (decrease) %	Offices
Leo Burnett	Copenhagen	1,073.1	944.1	14.0	7,158.0	6,297.2	8,935.0	59,596.0	26	28	(7.0)	1
Lockey, Norman, Craig & Kummel	Copenhagen	1,050.0	876.3	20.0	7,000.0	5,842.3	8,742.3	58,282.0	—	22	—	1
J. Walter Thompson A/S	Copenhagen	942.2	784.1	20.0	7,167.3	5,461.4	7,845.0	59,678.1	19	20	(5.0)	1
Lyre & Valbo Reklamebureau A/S	Copenhagen	934.5	873.1	7.0	6,173.0	5,582.0	7,781.0	49,731.0	31	31	—	1
Bergenholz & Arnesen I/S	Copenhagen	922.0	865.9	6.0	7,069.0	3,798.4	7,676.0	58,859.0	23	21	10.0	1
DEA/Grey	Copenhagen	784.0	673.0	16.0	5,262.0	4,488.0	6,528.0	43,809.0	16	18	(11.0)	1
Egeberg & Vinding Advertising	Copenhagen	777.2	—	—	4,464.1	—	6,471.4	37,170.2	22	18	22.0	1
McCann-Erickson	Copenhagen	725.2	617.1	18.0	4,836.0	4,115.0	6,038.0	40,273.0	23	19	21.0	—
Weber & Sorensen	Arhus	720.5	623.1	16.0	4,530.2	3,873.1	5,999.0	37,720.0	24	29	(17.0)	1
Gorm Larsen, Benton & Bowles A/S	Copenhagen	709.2	179.1	296.0	4,997.8	1,353.4	5,905.0	41,614.0	17	6	150.0	1
Ipsen & Parmo	Copenhagen	612.0	536.0	14.0	2,360.0	1,717.0	5,094.0	19,650.0	11	11	—	1
Foote, Cone & Belding A/S	Copenhagen	409.6	278.1	47.0	2,732.0	1,855.2	3,410.5	22,748.1	13	10	30.0	1
a-reklamea/s	Silkeborg	354.9	322.5	10.0	2,366.0	2,149.8	2,955.0	19,700.0	20	20	—	1
Compton Denmark	Copenhagen	317.8	686.8	(54.0)	4,339.5	4,452.2	2,645.8	36,132.1	14	18	(22.0)	1
Ervaco Kobenhavn A/S	Copenhagen	248.6	188.6	32.0	1,657.4	1,257.4	2,070.0	13,800.0	7	7	—	—
Dominican Republic												
Young & Rubicam Damaris	Santo Domingo	1,188.0	1,139.0	4.0	7,924.0	7,597.0	—	—	57	52	10.0	1
Marca-Leo Burnett	Santo Domingo	880.0	1,054.0	(17.0)	5,870.0	7,030.0	—	—	30	57	(47.0)	1
Publicidad Siboney	Santo Domingo	225.0	270.0	(6.0)	1,500.0	1,800.0	—	—	—	—	—	1
McCann-Erickson Corp.	Santo Domingo	224.0	33.0	NA	1,494.0	220.0	—	—	9	6	50.0	1
Unitros Dominicana & Extensa Publicidad	Santo Domingo	134.0	180.0	(26.0)	896.0	731.2	—	—	8	8	—	1
Dubai												
Lir as Middle East	Dubai	734.	642.3	14.0	2,893.0	2,457.0	Dir2,695.0	Dir14,298.0	18	18	—	1
Ecuador												
Organizaciones Norlop	Guayaquil	1,780.9	1,334.5	33.0	9,347.2	7,445.8	S56,898.0	S298,631.0	84	71	18.0	2
McCann-Erickson (Ecuador)	Guayaquil	1,107.1	1,006.0	10.0	7,384.0	6,710.0	35,372.0	235,931.0	54	51	6.0	1
Veritas Publicitaria	Guayaquil	707.0	435.1	63.0	3,851.0	2,385.1	22,586.4	123,032.5	36	26	38.0	1
Publicidad Artefilme	Guayaquil	150.0	404.6	(63.0)	1,000.0	2,698.7	4,792.5	31,950.0	—	—	—	1
Egypt												
Societe Egyptienne de Publicite	Cairo	7,937.7	6,614.7	20.0	52,944.3	44,120.3	E£5,550.8	E£37,024.0	375	359	4.0	1
Americana Advertising Agency	Giza	1,553.0	767.9	102.0	5,189.5	2,511.1	1,086.0	3,629.0	57	39	46.0	1
Advertising & Marketing Assn., Leo Burnett	Cairo	306.0	263.1	16.0	2,041.0	1,755.0	214.0	1,427.0	—	—	—	1
El Salvador												
McCann-Erickson Centroamericana (El Salvador)	San Salvador	416.0	317.2	31.0	2,775.0	2,114.0	C1,009.0	C6,730.0	29	21	38.0	1
APCU de El Salvador	San Salvador	185.4	206.0	(10.0)	1,236.0	1,372.0	450.0	3,000.0	8	8	—	1
Finland												
Oy Liikemainonta-McCann AB	Helsinki	4,481.2	3,850.3	16.0	29,888.0	25,680.0	Fmk21,258.0	Fmk141,791.0	97	96	1.0	—
Oy Sek Ab	Helsinki	3,845.8	3.460.9	11.0	32,241.6	26,881.3	18,244.0	152,948.9	101	96	5.0	1
Turkama & Kumppanit Oy Mainostoimisto	Helsinki	3,604.7	3,214.2	12.0	24,609.3	22,243.9	17,100.0	116,742.5	86	90	(4.0)	1
Oy Mainos Taucher Reklam Ab	Helsinki	3,369.6	3,359.5	0.1	25,412.3	24,381.9	15,985.0	120,552.0	117	119	(2.0)	2
Markkinonti Viherjuuri Oy	Helsinki	3,086.0	2,842.0	9.0	20,266.0	17,715.0	14,640.0	96,140.0	73	70	3.0	2
Mainosrengas Oy	Helsinki	3,083.6	3,162.0	(2.0)	24,210.8	25,099.7	14,628.0	114,852.0	95	116	(18.0)	1
Lintas Oy	Helsinki	2,863.0	2,224.0	29.0	19,174.0	14,703.0	13,580.0	90,960.0	61	56	9.0	1
Finnad Advertising	Helsinki	2,777.5	2,313.1	20.0	18,164.6	15,851.5	13,176.0	86,170.0	69	62	11.0	5
Erva-Latvala Oy	Helsinki	2,740.4	2,079.3	32.0	22,472.5	17,305.4	13,000.0	106,605.7	87	85	2.0	1
Tehomainos Advertising	Helsinki	2,147.2	1,933.2	11.0	10,622.4	9,288.9	10,186.2	50,582.2	66	65	2.0	2
Oy AC-Mainos Ab	Helsinki	1,960.4	1,933.4	1.0	14,409.9	13,578.1	9,300.0	68,358.0	58	55	5.0	1
MK-mainos oy	Helsinki	1,939.0	1,796.0	8.0	21,517.0	20,025.0	9,199.0	102,070.0	67	69	(3.0)	2
Kauppamainos Oy	Helsinki	1,504.0	758.9	39.0	8,453.1	6,050.0	5,000.0	40,100.0	21	19	11.0	1
Ogilvy & Mather Oy	Helsinki	1,364.9	951.3	43.0	9,869.5	7,249.0	6,474.7	46,819.3	42	34	24.0	1
Suomen Ilmoituskeskus Oy Ilmo	Helsinki	1,339.5	1,194.2	12.0	10,811.9	10,011.5	6,354.6	51,190.0	40	33	21.0	1
Oy Interplan Ab	Helsinki	1,273.7	1,143.2	11.0	10,131.0	8,848.5	6,042.4	48,059.8	37	38	(3.0)	1
Oy Valotorni Ab	Helsinki	1,217.2	1,179.2	3.0	10,647.7	10,439.9	5,774.2	50,510.8	34	36	(6.0)	—
Oy Ervaco Ab	Helsinki	1,103.5	933.8	18.0	7,356.9	6,239.7	5,235.0	34,900.0	28	33	(15.0)	1
Creator Oy	Helsinki	1,070.0	906.4	18.0	8,320.6	6,958.1	5,078.0	39,470.0	18	18	—	1
Topitorma Marketing	Helsinki	949.0	900.0	5.0	6.648.0	6,526.0	4,500.0	31,535.0	32	30	7.0	1
Mainostoimisto LSM Oy	Turku	899.0	756.1	19.0	5,979.8	5,204.0	4,264.0	28,367.0	30	29	3.0	1
Reklamainos Oy	Helsinki	831.4	777.0	7.0	6,953.1	6,029.3	3,944.1	32,984.2	30	29	3.0	1
D'Arcy-MacManus & Masius	Helsinki	697.0	541.0	29.0	4,646.0	3,611.0	3,305.0	22,044.0	18	16	13.0	1
Lahti-Mainos Oy	Lahti	655.6	582.6	13.0	4,928.5	4,529.0	3,110.0	23,830.0	25	23	9.0	1
Ajan Mainos Oy	Helsinki	382.8	302.9	26.0	2,793.0	1,915.2	1,816.1	13,249.7	11	13	(15.0)	1
Mainostoimisto Prax Oy	Espoo	354.1	295.1	20.0	2,590.3	2,158.6	1,680.0	12,288.0	12	11	9.0	1
Oy Goodwill Ab	Helsinki	323.0	212.0	52.0	2,298.0	1,679.0	1,531.0	10,899.0	8	7	14.0	1
France												
Publicis Conseil	Paris	35,397.0	28,323.5	25.0	235,378.0	182,662.5	FF231,654.0	FF1.54 bill.	741	650	14.0	11
Havas Conseil Groupe	Paris	27,060.9	20,796.1	30.0	180,640.2	138,709.9	177,100.0	1.18 bill.	622	492	26.0	9
Roux Seguela Cayzac & Goudard	Paris	22,003.2	18,336.0	20.0	146,764.4	122,301.1	144,000.0	960,500.0	—	—	—	5
Young & Rubicam France	Paris	15,557.0	14,346.0	8.0	103,767.0	95,687.0	101,745.0	6.79 bill.	390	384	2.0	14
Lintas:Paris	Paris	13,138.0	11,505.0	14.0	90,710.0	79,790.0	85,984.0	593,654.0	189	179	6.0	4
Belier Conseil	Paris	10,800.0	9,168.0	18.0	74,900.0	61,120.0	70,500.0	490,000.0	194	159	22.0	1
ECOM/Univas	Paris	10,023.7	8,541.5	17.0	66,857.9	56,971.5	65,600.0	437,552.0	168	161	4.0	1
Doyle Dane Bernbach & Peyrat Paternot Garnier	Paris	9,517.0	6,978.4	36.0	64,905.2	47,157.0	62,284.0	424,772.0	168	107	57.0	2
Norman, Craig & Kummel	Paris	9,000.0	6,584.7	37.0	60,000.0	43,898.2	58,905.0	392,700.0	—	90	—	—
McCann-Erickson Group	Paris	8,140.0	6,220.2	31.0	54,294.0	41,488.7	53,272.0	355,324.0	151	142	6.0	—
Dupuy-Compton & Associes	Paris	8,016.3	6,341.2	26.0	55,938.0	44,312.0	52,463.0	366,100.0	155	140	11.0	2
Impact-FCB	Paris	7,043.2	6,420.9	10.0	46,977.9	42,827.6	46,054.0	307,447.0	139	140	(1.0)	1
Intermarco-Conseil	Paris	6,952.4	6,325.0	10.0	46,370.0	42,188.0	45,500.0	303,485.0	147	150	(2.0)	1
Ted Bates S.A.	Puteaux	6,942.3	5,541.0	25.0	—	—	45,434.0	—	149	150	(1.0)	4
Feldman Calleux Associes	Paris	6,743.0	5,645.0	19.0	44,974.2	37,651.4	44,128.0	294,334.0	105	106	(1.0)	5
Futurs Groupe	Neuilly sur Seine	6,646.8	5,882.8	13.0	44,312.0	39,116.8	43,500.0	290,000.0	123	115	7.0	1
TBWA France	Paris	6,600.0	5,424.4	22.0	44,022.0	36,213.6	43,194.0	288,102.0	88	98	(10.0)	1
Homsy Delafosse & Associes	Paris	6,356.5	5,118.8	25.0	48,682.0	37,970.0	41,600.0	318,600.0	44	44	—	1
Crehalet, Foliot, Recherches et Publicite	Paris	6,188.4	4,721.5	31.0	41,256.0	31,476.8	40,500.0	270,000.0	72	70	3.0	—
Ogilvy & Mather	Paris	6,007.2	5,224.8	15.0	45,840.0	38,200.0	39,314.2	300,000.0	104	103	1.0	
J. Walter Thompson	Paris	5,959.2	4,507.6	32.0	44,312.0	33,616.0	39,000.0	290,000.0	92	92	—	1
Bazaine Publicite DFS	Paris	5,806.0	4,584.0	27.0	38,200.0	30,560.0	38,000.0	250,000.0	—	70	—	1
Grey France	Paris	5,796.0	4,313.7	34.0	38,659.6	28,772.5	37,932.2	253,007.8	90	87	3.0	1

FOREIGN AGENCY INCOME

Agency	City	Gross income 1982 $(000)	Gross income 1981 $(000)	Increase/ (decrease) %	Billings 1982 $(000)	Billings 1981 $(000)	Gross income 1982 Foreign currency	Billings 1982 Foreign currency	Number of employes 1982	Number of employes 1981	Increase/ (decrease) %	Offices
Synergie, Kenyon & Eckhardt	Paris	4,584.0	4,541.2	1.0	38,200.0	36,672.0	30,000.0	250,000.0	87	102	(15.0)	1
Alice	Paris	3,700.0	2,979.6	24.0	24,400.0	19,864.0	24,214.7	159,685.8	—	40	—	1
D'Arcy-MacManus & Masius	Paris	3,191.0	2,401.0	33.0	21,286.0	16,015.0	20,886.0	139,310.0	67	49	37.0	1
Maime Arnodin, Fayolle, International Associes	Paris	2,899.0	1,983.0	46.0	19,344.5	13,232.5	18,975.0	126,600.0	44	41	7.0	1
Euro Advertising Lyon	Lyon	2,848.5	2,983.4	(5.0)	19,005.7	19,899.0	18,648.1	124,382.8	75	79	(5.0)	2
CLM/BBDO	Paris	2,824.7	3,209.7	(12.0)	18,840.0	21,376.7	18,486.0	123,300.0	57	61	(7.0)	1
Leo Burnett	Paris	2,785.0	2,279.0	22.0	18,575.0	15,198.0	18,225.0	121,561.0	50	47	6.0	1
M.A.O.	Paris	2,505.9	2,307.3	9.0	19,222.2	17,785.9	16,400.0	125,800.0	34	33	3.0	1
Taurus	Paris	2,400.0	1,833.6	31.0	16,800.0	12,224.0	15,706.8	109,947.6	—	38	—	1
Benton & Bowles Publicite	Paris	1,840.0	1,581.2	16.0	12,273.0	10,546.4	12,042.0	80,320.0	30	27	11.0	1
Marsteller International	Paris	1,806.0	1,387.0	30.0	12,044.4	9,247.9	11,818.0	78,824.9	—	—	—	—
EDIP	Paris	1,750.3	1,656.0	6.0	11,669.2	10,848.6	11,455.0	76,369.0	29	29	—	1
Campbell-Ewald Group	Paris	1,512.4	1,535.5	(2.0)	10,085.0	10,238.0	9,898,0	66,020.0	31	53	(42.0)	—
CPV	Paris	1,482.2	947.4	56.0	11,001.6	7,640.0	9,700.0	72,000.0	24	14	71.0	1
GGK	Neuilly-sur-Seine	1,329.4	1,146.0	16.0	8,862.4	7,640.0	8,700.0	58,000.0	26	27	(4.0)	1
Eldorado	Paris	1,222.4	947.4	29.0	8,862.4	6,876.0	8,000.0	58,000.0	20	18	11.0	1
INF.14	Neuilly-sur-Seine	1,200.0	1,008.4	19.0	8,400.0	7,171.5	7,853.4	54,973.8	—	14	—	1
Ogilvy Defrenois Direct	Paris	1,166.0	—	—	2,804.0	—	7,631.0	18,351.0	20	—	—	1
O.P.F. Univas	Paris	970.3	772.0	26.0	4,813.0	3,820.0	6,350.0	31,500.0	19	21	(10.0)	1
Strategie	Lyon	910.0	962.6	(5.0)	6,100.0	6,417.6	5,955.5	39,921.5	—	26	—	1
GMC Ayer	Paris	764.0	673.8	13.0	6,035.6	5,470.2	5,000.0	39,500.0	18	17	6.0	1
Compar	Paris	660.0	840.0	(21.0)	4,430.0	5,650.0	4,300.0	29,000.0	11	12	(8.0)	1
GGK International	Paris	415.0	—	—	2,800.0	—	2,716.0	18,324.6	5	—	—	1
Domino Ketchum	Paris	237.1	208.1	14.0	1,580.4	1,387.5	1,551.5	10,343.2	8	6	33.0	1
Germany												
Lintas	Hamburg	27,872.0	26,749.0	4.0	185,905.0	178,414.0	DM67,650.0	DM451,225.0	472	488	(3.0)	4
Team/BBDO Group	Duesseldorf	23,250.0	22,046.0	5.0	155,077.0	147,045.0	56,432.0	376,401.0	369	351	5.0	4
McCann-Erickson Group	Frankfurt	23,058.4	23,883.0	(3.0)	153,797.0	159,300.0	55,967.0	373,300.0	435	439	(1.0)	—
J. Walter Thompson	Frankfurt	20,584.4	19,113.5	8.0	135,225.9	122,708.5	49,962.2	328,218.1	366	374	(2.0)	6
Gramm & Grey	Duesseldorf	14,310.0	13,620.0	5.0	95,460.0	90,845.0	34,733.0	231,700.0	230	240	(4.0)	2
Ogilvy & Mather Group	Frankfurt	12,600.0	12,200.0	3.0	83,900.0	81,500.0	30,500.0	203,600.0	238	225	6.0	5
Young & Rubicam GmbH	Frankfurt	12,053.0	12,262.0	(2.0)	80,394.0	81,787.0	29,289.0	195,116.2	221	241	(8.0)	3
Doyle Dane Bernbach	Duesseldorf	11,014.4	10,779.2	2.0	73,466.2	71,863.1	26,734.0	178,316.0	198	198	—	2
William Wilkens Werbegentur	Hamburg	10,232.0	10,680.3	(5.0)	68,246.0	71,238.0	24,834.0	165,645.0	172	207	(17.0)	3
MWI/Norman, Craig & Kummel	Hamburg	10,050.0	10,138.8	(1.0)	67,000.0	62,017.5	25,485.6	162,622.4	—	149	—	1
D'Arcy-MacManus & Masius	Frankfurt	10,024.8	9,404.9	7.0	66,833.8	62,730.2	24,331.9	162,294.2	210	190	11.0	2
GGK Duesseldorf Werbeagentur	Duesseldorf	9,517.2	9,393.6	1.0	63,489.2	62,624.0	23,100.0	154,100.0	147	157	(6.0)	3
R.W. Eggert Werbeagentur	Duesseldorf	9,400.0	7,432.5	26.0	62,253.2	49,600.0	22,700.0	151,100.0	146	139	5.0	1
Troost Campbell-Ewald	Duesseldorf	9,228.4	8,241.0	12.0	61,551.0	54,967.0	22,399.0	149,401.0	174	175	(1.0)	—
Compton Germany	Frankfurt	8,860.0	7,564.3	17.0	59,328.0	50,428.8	21,485.0	144,000.0	128	138	(7.0)	2
Intermarco-Farner Werbeagenturen	Frankfurt	8,110.2	8,158.0	(1.0)	54,095.0	54,411.0	19,685.0	131,299.0	143	158	(10.0)	5
Luerzer, Conrad & Leo Burnett	Frankfurt	7,770.3	6,708.2	16.0	51,828.0	44,744.0	18,860.0	125,796.0	130	122	7.0	1
Benton & Bowles und Partner	Frankfurt	7,627.0	8,423.3	(9.0)	50,882.0	56,184.4	18,511.0	123,500.0	161	185	(13.0)	3
FCB-Deutschland Kommunikations	Frankfurt	7,376.6	9,528.3	(23.0)	49,201.7	63,553.7	17,904.3	119,421.5	146	201	(27.0)	3
Ted Bates Werbeagentur	Frankfurt	6,454.0	6,228.0	4.0	43,045.8	41,546.1	15,664.0	104,480.0	120	124	(3.0)	1
Heye, Needham & Partner	Unterhaching	6,244.0	5,650.6	11.0	41,653.0	37,698.0	15,155.0	101,100.0	110	112	(2.0)	3
Baums, Mang und Zimmermann	Duesseldorf	5,302.4	4,968.3	7.0	35,349.6	33,128.9	12,870.0	85,800.0	70	70	—	1
Blaese Advertising	Stuttgart	4,954.7	4,904.9	1.0	33,762.4	32,715.4	12,026.0	81,947.6	96	99	(3.0)	7
TBWA Germany	Frankfurt	4,900.0	4,078.8	20.0	32,683.0	27,192.3	11,894.0	79,328.0	79	71	11.0	1
Scholz & Friends	Hamburg	4,703.0	3,902.5	21.0	31,353.2	26,016.2	11,415.0	76,100.0	53	—	—	1
Copartner Ayer	Hamburg	4,214.8	3,713.4	14.0	28,112.4	24.843.6	10,230.0	68,234.0	87	75	4.0	2
Spiess & Ermisch Werbeagentur	Duesseldorf	4,095.3	3,914.0	5.0	26,950.0	26,900.0	9,940.0	66,300.0	56	53	6.0	1
DFS&R Advertising	Munich	3,862.5	3,708.0	4.0	25,750.0	24,720.3	9,375.0	62,500.0	81	82	(1.0)	2
Hildmann Simon Rempen & Schmitz/SMS	Duesseldorf	3,275.4	2,781.0	18.0	21,836.0	18,540.0	7,950.0	53,000.0	45	38	18.0	1
M.P.W. Univas	Duesseldorf	3,255.0	3,131.2	8.0	34,196.0	30,076.0	7,900.0	83,000.0	70	65	8.0	1
Die Werbe Euro-Advertising	Duesseldorf	2,630.6	2,600.0	1.0	17,500.0	17,360.0	6,385.0	42,600.0	42	45	(7.0)	1
Marsteller International	Frankfurt	2,353.0	2,395.0	(2.0)	15,696.8	15,977.1	5,712.0	38,099.0	—	—	—	—
E&P Erdmann & Partner	Duesseldorf	2,235.9	2,200.5	2.0	14,914.4	14,873.2	5,427.0	36,200.0	31	32	(3.0)	1
Durana Ketchum Werbeagentur	Frankfurt	2,187.7	2,348.4	(7.0)	14,584.8	—	—	—	—	—	—	—
IMAA/Die Gilde Werbeagentur	Hamburg	2,035.0	2,039.0	(0.1)	13,750.0	13,625.0	4,938.0	4,950.0	29	34	(15.0)	1
Hermann Geiling Werbeagentur	Stuttgart	1,269.0	1,662.0	(24.0)	8.464.0	11,124.0	3,080.1	20,544.0	26	32	(19.0)	1
Wirz & Hafner Werbeberatung	Frankfurt	251.3	239.0	5.0	2,280.0	3,213.6	610.0	5,520.0	5	5	—	1
Kenyon & Eckhardt	Duesseldorf	243.9	396.3	(38.0)	1,648.0	2,678.0	592.0	4,000.0	3	7	(57.0)	1
Kastner & Partner	Frankfurt	53.1	—	—	354.3	—	129.0	860.0	8	—	—	1
Ghana												
Lintas Ghana	Accra	343.6	425.2	(19.0)	2,174.0	2,680.0	Cedi 944.0	Cedi 5,979,0	29	24	21.0	1
Greece												
Spot/Thompson Advertising	Athens	1,902.6	1,134.0	68.0	13,590.0	7,927.5	Dr126,000.0	Dr900,000.0	51	51	—	—
Euro-Advertising	Athens	1,082.7	808.8	34.0	7,248.0	5,426.0	71,700.0	480,000.0	49	43	14.0	1
Alector	Athens	1,031.3	741.4	39.0	7,519.8	5,269.9	68,300.0	498,000.0	42	42	—	1
Minos S.A.	Athens	951.3	724.8	31.0	6,863.0	5,224.6	63,000.0	454,500.0	48	48	—	—
Adel-Compton	Athens	860.7	558.9	54.0	5,889.0	3,928.4	57,000.0	390,000.0	35	34	3.0	1
SSC&B:Lintas	Athens	789.0	726.0	9.0	5,402.0	4,948.0	52,251.0	357,748.0	29	36	(19.0)	1
Ikon/BBDO	Athens	736.9	558.7	32.0	4,915.4	3,929.1	48,803.8	325,521.0	35	36	(3.0)	1
Gnomi/FCB	Athens	725.2	527.4	38.0	4,837.3	3,399.6	48,029.0	320,353.4	48	—	—	1
Olympic Advertising	Athens	718.5	586.9	22.0	4,792.4	3,914.8	47,583.0	317,378.6	35	35	—	1
Leo Burnett	Athens	708.4	—	—	4,725.2	—	46,916.0	312,930.0	47	—	—	1
Ted Bates	Athens	638.7	413.9	54.0	3,836.9	2,341.3	42,298.0	254,100.0	26	25	4.0	1
Lamda Alpha Advertising	Athens	612.5	480.1	28.0	4,138.8	3,232.5	40,565.4	274,090.8	20	21	(5.0)	3
Producta Advertising & Marketing	Athens	555.7	—	—	3,337.1	—	36,800.0	221,000.0	28	23	22.0	1
Echo Advertising	Athens	551.2	450.0	22.0	3,956.2	3,140.8	36,500.0	262,000.0	26	27	(4.0)	2
McCann-Erickson (Hellas)	Athens	539.1	381.4	41.0	3,595.6	2,541.7	35,700.0	238,119.0	29	24	21.0	1
D'Arcy-MacManus & Masius	Athens	409.0	355.0	15.0	2,591.2	2,367.0	27,097.0	171,600.0	22	22	—	1
Victory Advertising	Athens	332.2	286.9	16.0	2,295.2	2,053.6	22,000.0	152,000.0	22	24	(8.0)	—
Sigma Ltd.	Athens	226.5	191.7	18.0	1,510.8	1,278.9	15,000.0	100,050.0	17	17	—	1
Epsilon-Epsilon	Athens	217.2	131.1	66.0	1,713.9	1,027.1	14,384.0	113,500.0	14	14	—	1
K&K Univas	Athens	186.0	193.6	(4.0)	1,283.1	1,315.9	12,320.0	84,972.0	15	21	(29.0)	1
Geo Advertising & Marketing	Athens	154.1	147.6	4.0	1,112.7	928.0	10,208.0	73,691.0	11	11	—	1
Giad Advertising	Athens	124.9	86.4	45.0	957.4	756.4	8,270.3	63,405.3	17	14	21.0	1
Guatemala												
Publicidad McCann-Erickson Centroamericana (Guatemala)	Guatemala City	986.0	997.0	(1.0)	6,577.0	6,650.0	—	—	41	59	(31.0)	1
APCU Thompson Asociados	Guatemala City	721.0	657.0	10.0	4,800.0	4,375.0	—	—	42	38	11.0	1
Publicidad Siboney	Guatemala City	375.0	495.0	(24.0)	2,500.0	3,300.0	—	—	—	—	—	1
Publimerca S.A.	Guatemala City	262.0	280.0	(6.0)	1,500.0	1,860.0	—	—	20	24	(17.0)	1

Agency	City	Gross income 1982 $(000)	Gross income 1981 $(000)	Increase/ (decrease) %	Billings 1982 $(000)	Billings 1981 $(000)	Gross income 1982 Foreign currency	Billings 1982 Foreign currency	Number of employes 1982	1981	Increase/ (decrease) %	Offices
Honduras												
McCann-Erickson Centroamericana (Honduras)	Tegucigalpa	281.6	267.0	5.0	1,878.6	1,776.0	L549.0	L3,662.0	14	19	(26.0)	1
APCU de Honduras	Tegucigalpa	145.6	182.0	(20.0)	969.3	1,212.1	280.0	1,864.0	12	13	(8.0)	1
Hong Kong												
Leo Burnett	Hong Kong	3,537.0	2,857.0	24.0	23,591.0	19,053.0	HK$21,230.0	HK$141,604.0	120	108	11.0	1
Ogilvy & Mather (Hong Kong)	Hong Kong	2,500.9	1,987.5	26.0	16,680.8	13,256.5	15,011.3	100,125.1	83	70	19.0	4
Ted Bates	Hong Kong	2,499.0	1,799.3	39.0	16,660.0	11,995.2	15,000.0	100,000.0	88	78	13.0	1
Young & Rubicam (HK)	Hong Kong	2,132.0	1,750.0	22.0	14,220.0	11,673.0	12,792.0	85,348.0	67	59	14.0	1
Ling-McCann-Erickson	Hong Kong	2,128.5	1,894.4	12.0	14,197.0	12,635.8	12,776.0	85,216.0	95	80	19.0	1
Far East Advertising Group	Hong Kong	1,915.0	1,883.0	2.0	11,360.0	10,633.0	11,495.0	68,189.0	110	110	—	3
Meridian Advertising (HK)	Hong Kong	1,430.8	642.6	123.0	8,406.4	3,775.3	8,588.5	50,458.7	35	31	13.0	1
Tse-Needham & Standard Advertising	Hong Kong	1,174.7	952.5	23.0	7,835.3	6,353.0	7,051.1	47,030.6	58	51	14.0	2
People & Grey Advertising	Hong Kong	1,112.7	1,021.4	9.0	7,421.5	6,810.3	6,679.0	44,547.0	38	36	6.0	1
Kenyon & Eckhardt	Hong Kong	1,105.0	1,329.9	(17.0)	6,500.0	7,958.1	6,632.7	39,015.6	53	61	(13.0)	1
J. Walter Thompson	Hong Kong	1,072.9	1,065.9	1.0	7,156.3	7,109.7	6,440.0	42,954.8	52	49	6.0	1
Doyle Dane Bernbach	Hong Kong	946.0	1,155.4	(18.0)	6,310.0	7,706.0	5,678.0	37,873.0	50	54	(7.0)	1
John Roddy-Foote, Cone & Belding	Hong Kong	888.1	945.2	(6.0)	5,923.3	6,304.6	5,330.4	35,554.0	33	34	(3.0)	1
Far East-Ketchum Advertising	Hong Kong	855.7	849.5	1.0	5,704.6	4,814.7	5,136.2	34,241.2	30	30	—	1
Team/BBDO	Hong Kong	769.7	626.0	23.0	5,164.9	3,600.3	4,619.9	31,001.6	27	28	(4.0)	1
Wong Lam Ayer	Hong Kong	747.5	605.3	24.0	4,983.6	4,037.1	4,487.0	29,913.3	30	24	25.0	1
Chuo Senko Advertising	Hong Kong	665.3	575.0	16.0	4,426.9	3,833.2	3,993.1	26,572.1	20	20	—	1
D'Arcy-MacManus & Masius	Hong Kong	616.9	531.8	16.0	4,087.5	3,477.1	3,703.0	24,535.0	38	36	6.0	1
3A Publicity 'n Promotions	Hong Kong	553.1	396.5	39.0	3,686.9	2,638.9	3,300.0	22,130.0	23	22	5.0	—
Chase Compton Advertising	Hong Kong	505.7	547.5	(8.0)	3,256.8	3,235.9	3,035.7	19,548.8	29	35	(17.0)	1
Results (Hong Kong) Ogilvy & Mather Direct Response	Hong Kong	485.3	166.4	192.0	3,236.7	1,109.8	2,912.7	19,428.0	18	8	125.0	1
SSC&B:Lintas (Hong Kong)	Hong Kong	228.0	247.0	(8.0)	1,518.0	1,611.0	1,367.0	9,111.0	17	13	31.0	1
Iceland												
Olafur Stephensen Advertising/PR	Reykjavik	377.4	134.3	181.0	625.6	338.2	IKr7,093.4	IKr11,759.0	19	12	58.0	1
India												
Hindustan Thompson Associates	Bombay	4,408.0	3,248.3	36.0	29,046.4	21,310.7	Rs41.390.0	Rs272,736.3	624	567	10.0	5
Clarion Advertising Services	Calcutta	2,557.5	2,254.2	13.0	17,058.8	15,035.8	24,014.4	160,176.2	482	504	(4.0)	6
Lintas India Ltd.	Bombay	2,501.0	1,909.0	31.0	16,873.0	12,728.0	23,484.0	158,438.0	197	182	8.0	4
Ogilvy Benson & Mather	Bombay	1,596.2	1,333.0	20.0	10,647.0	8,890.0	14,988.0	99,969.0	266	237	12.0	5
Advertising & Sales Promotion Co.	New Delhi	1,432.5	1,172.7	22.0	7,721.3	6,402.8	13,451.0	72,500.0	262	244	7.0	7
Everest Advertising	Bombay	1,334.7	1,006.6	33.0	8,902.6	6,714.0	12,532.6	83,592.6	176	167	5.0	3
Ulka Advertising	Bombay	1,317.9	1,078.3	22.0	7,746.5	6,338.0	12,375.0	82,500.0	208	187	11.0	4
Chaitra Advertising	Bombay	1,224.8	1,171.5	5.0	8,150.0	7,817.1	11,500.0	76,500.0	196	185	6.0	3
Jaisons Advertising	Bombay	1,045.7	687.9	52.0	6,580.2	4,320.7	9,818.5	61,785.7	103	94	10.0	3
Grant/Kenyon & Eckhardt(India)	Bombay	938.9	775.0	21.0	6,259.1	5,167.0	8,815.6	58,770.9	144	138	4.0	4
Shilpi Advertising	Bombay	735.5	841.4	(13.0)	5,040.0	5,207.0	6,906.0	47,319.0	132	127	4.0	2
IMAA/Newfields Advertising	New Delhi	370.6	336.4	10.0	2,470.8	2,280.4	3,480.0	23,200.0	72	68	6.0	5
National Advertising Service	Bombay	340.8	159.8	113.0	2,268.5	1,065.1	3,200.0	21,300.0	65	60	8.0	4
Adverts Ltd.	Bombay	85.7	—	—	164.9	—	804.4	1,548.7	28	22	27.0	1
Indonesia												
Meridian Advertising	Jakarta	526.0	425.0	24.0	2,780.4	2,086.2	Rup350,667.0	Rup1.85 bill.	23	23	—	1
Sulisto/BBDO	Jakarta	386.8	—	—	2,580.0	—	257,884.2	1.72 bill.	28	—	—	1
P.T. United Multi Media	Jakarta	368.9	128.2	188.0	1,582.3	758.4	245,948.0	1.05 bill.	25	14	79.0	1
Ireland												
McConnells Advertising Service	Dublin	2,361.2	2,116.7	12.0	15,748.9	14,118.2	If1,660.0	If11,072.1	90	87	3.0	2
Marcom Group	Dublin	1,881.5	1,761.7	7.0	11,909.7	11,151.3	1,322.7	8,372.9	90	—	—	—
Wilson Hartnell Advertising & Marketing	Dublin	1,837.5	1,693.7	8.0	10,316.6	9,453.7	1,291.8	7,253.0	66	61	8.0	1
Bell Advertising	Dublin	1,497.3	1,156.4	29.0	8,531.5	6,763.5	1,052.6	5,998.0	51	47	9.0	2
Brian Cronin & Associates	Dublin	1,281.1	1,027.0	25.0	8,545.0	6,850.0	900.9	6,006.0	24	23	4.0	1
O'Keeffes	Dublin	1,180.7	1,038.4	14.0	6,821.3	6,097.9	830.0	4,795.6	26	27	(4.0)	2
Doherty Advertising	Dublin	633.7	—	—	7,211.8	—	445.5	5,070.1	24	—	—	1
Padbury Advertising	Dublin	208.8	—	—	3,453.0	—	146.8	2,427.6	14	—	—	1
Israel												
Bing Linial Advertising	Tel Aviv	952.9	340.3	180.0	6,356.0	2,270.0	Sh20,989.5	Sh140,000.0	52	47	11.0	2
Pelled Advertising & PR	Tel Aviv	520.0	400.0	30.0	8,966.5	3,563.9	11,500.0	197,500.0	36	29	24.0	1
Italy												
McCann-Erickson Italiana	Milan	11,816.0	8,130.0	45.0	78,813.0	54,227.0	LI15.9 bill.	LI106.4 bill.	215	199	8.0	—
J. Walter Thompson Italia	Milan	9,648.7	7,103.9	36.0	68,054.0	49,965.7	13.0 bill.	91.8 bill.	167	141	18.0	2
Armando Testa	Turin	7,988.0	5,706.0	40.0	53,285.0	38,162.0	10.8 bill.	71.9 bill.	156	145	8.0	3
Young & Rubicam Italia	Milan	7,185.0	6,089.0	18.0	47,924.0	40,613.0	9.7 bill.	64.7 bill.	119	120	(1.0)	1
Foote, Cone & Belding	Milan	6,883.1	5,415.6	27.0	45,910.4	36,122.4	9.3 bill.	62.0 bill.	147	138	7.0	2
ATA Univas	Milan	6,657.0	3,729.5	78.0	44,408.2	24,833.1	9.0 bill.	59.9 bill.	98	74	32.0	3
Italia/BBDO	Milan	5,891.0	4,446.0	33.0	39,273.0	29,640.0	8.0 bill.	53.0 bill.	65	60	8.0	5
ODG Group	Milan	5,631.6	4,965.0	13.0	37,791.0	33,345.0	7.6 bill.	51 bill.	105	92	17.0	3
TBWA Italy	Milan	5,400.0	4,279.3	26.0	36,018.0	34,380.0	7.3 bill.	48.6 bill.	102	96	6.0	1
SSC&B:SPA (Italy)	Milan	5,024.0	4,039.0	24.0	35,226.0	27,827.0	6.8 bill.	47.5 bill.	108	107	1.0	—
Milano & Grey	Milan	3,589.0	2,918.0	23.0	26,675.0	20,081.0	4.8 bill.	34.6 bill.	66	64	3.0	2
Compton Italia	Rome	3,278.9	2,178.5	51.0	21,859.5	14,523.6	4.4 bill.	29.5 bill.	75	60	25.0	2
Norman, Craig & Kummel	Milan	3,150.0	2,140.8	47.0	21,000.0	14,539.2	4.3 bill.	28.3 bill.	—	42	—	—
Publinter wpt	Milan	3,038.1	2,741.7	11.0	17,413.5	16,060.4	4.1 bill.	23.5 bill.	70	70	—	2
Consumer Benefit Communication CBC	Milan	3,030.7	2,116.3	43.0	20,192.3	14,116.1	4.1 bill.	27.3 bill.	45	31	45.0	2
Leader Pubblicita & Marketing	Florence	2,964.0	2,297.1	29.0	18,460.0	14,968.0	4.0 bill.	24.9 bill.	60	66	(9.0)	2
D'Arcy-MacManus & Masius	Milan	2,699.9	1,984.3	36.0	18,008.4	13,235.3	3.6 bill.	24.3 bill.	49	48	2.0	2
MAC	Milan	2,689.8	1,944.4	38.0	17,769.2	19,596.9	3.6 bill.	24.0 bill.	36	30	20.0	2
Benton & Bowles	Milan	2,661.1	1,920.9	39.0	17,749.4	12,812.1	3.6 bill.	24.0 bill.	66	54	22.0	1
CPV, Kenyon & Eckhardt Italiana	Milan	2,516.4	2,193.4	15.0	19,043.7	18,154.5	3.4 bill.	25.7 bill.	58	60	(3.0)	3
Livraghi, Ogilvy & Mather	Milan	2,142.9	1,211.4	77.0	14,293.0	8,079.8	2.9 bill.	19.3 bill.	51	36	42.0	—
Troost Campbell-Ewald	Milan	2,111.4	1,636.4	29.0	14,080.0	10,912.0	2.8 bill.	19.0 bill.	43	40	8.0	—
B Communications	Milan	1,697.7	1,360.9	25.0	14,147.2	11,673.9	2.3 bill.	19.1 bill.	41	40	3.0	1
INTHA Univas	Turin	1,613.4	919.0	76.0	9,521.9	5,461.2	2.2 bill.	12.9 bill.	38	28	36.0	2
Ted Bates & Co.	Milan	1,375.0	843.1	63.0	10,476.0	6,317.0	1.9 bill.	14.1 bill.	28	25	12.0	1
Leo Burnett	Milan	1,343.4	1,251.3	7.0	8,961.0	8,346.2	1.8 bill.	12.1 bill.	34	31	10.0	1

FOREIGN AGENCY INCOME

Agency	City	Gross income 1982 $(000)	Gross income 1981 $(000)	Increase/ (decrease) %	Billings 1982 $(000)	Billings 1981 $(000)	Gross income 1982 Foreign currency	Billings 1982 Foreign currency	Number of employes 1982	Number of employes 1981	Increase/ (decrease) %	Offices
Euro-Advertising Intl.	Bologna	1,279.2	867.7	47.0	7,403.8	5,408.3	1.7 bill.	10.0 bill.	31	27	15.0	2
Doyle Dane Bernbach Italia	Milan	1,260.0	889.2	42.0	7,099.0	5,929.0	1.7 bill.	9.6 bill.	20	20	-	1
Intermarco-Farner Italia	Milan	1,232.0	950.0	30.0	7,397.4	5,699.4	1.7 bill.	10.0 bill.	25	22	14.0	1
GGK Milano	Milan	1,093.0	722.5	51.0	7,261.8	4,816.5	1.5 bill.	9.8 bill.	14	14	—	1
Pubbli Dan Wirz	Milan	778.1	1,000.4	(22.0)	5,270.0	8,040.0	1.1 bill.	7.1 bill.	16	20	(20.0)	1
Emmer Pubblicita & Marketing	Rome	450.5	536.5	16.0	3,004.8	3,579.0	608,000.0	4.1 bill.	15	15	—	1
DFS Dorland Italia	Milan	372.0	326.0	14.0	2,569.0	2,174.8	502,000.0	3.5 bill.	27	20	35.0	1
Jamaica												
Dunlop Corbin Compton Associates	Kingston	886.6	572.9	55.0	5,913.6	3,820.9	J$1,583.2	J$10,560.1	30	29	3.0	1
McCann-Erickson (Jamaica)	Kingston	692.0	536.0	29.0	4,616.0	3,575.0	1,235.0	8,237.0	34	33	3.0	—
Lindo, Norman, Craig & Kummel	Kingston	600.0	514.1	17.0	4,000.0	3,427.2	1,077.6	7,144.0	—	21	—	—
Japan												
Dentsu Inc.	Tokyo	402,880.0	377,730.0	7.0	2.9 bill.	2.7 bill.	Y100.2 bill.	Y724.9 bill.	5,493	5,424	1.0	38
Hakuhodo Inc.	Tokyo	158,527.0	143,344.0	11.0	1.2 bill.	1.1 bill.	39.4 bill.	292.6 bill.	2,567	2,515	2.0	18
Daiko Advertising	Osaka	53,315.0	52,339.4	2.0	426,767.0	466,244.0	13.3 bill.	106.2 bill.	1,469	1,480	(1.0)	38
Dai-Ichi Kikaku	Tokyo	45,149.2	41,043.1	10.0	326,393.0	291,086.0	11.2 bill.	81.2 bill.	495	476	4.0	11
Yomiko Advertising	Tokyo	35,734.2	32,916.8	9.0	216,395.7	172,536.8	8.9 bill.	53.8 bill.	712	674	6.0	18
Asahi Kokoku-sha Co.	Tokyo	28,037.0	26,022.0	7.7	181,004.0	167,975.0	7.0 bill.	45.0 bill.	900	914	(1.6)	29
McCann-Erickson Hakuhodo	Tokyo	26,039.0	25,094.0	4.0	173,680.0	167,377.0	6.5 bill.	43.2 bill.	503	516	(3.0)	—
Asatsu Inc.	Tokyo	25,326.0	22,290.9	13.6	189,301.8	162,721.6	6.3 bill.	47.1 bill.	500	456	9.6	12
Dai-Ichi Advertising Co.	Tokyo	24,643.0	20,522.1	20.0	166,472.2	148,542.0	6.1 bill.	41.4 bill.	500	495	1.0	11
Chuo Senko Advertising	Tokyo	21,185.4	19,231.7	10.0	132,515.3	135,200.0	5.3 bill.	33.0 bill.	320	320	—	9
Orikomi Advertising	Tokyo	18,430.0	17,697.3	4.0	159,220.0	143,239.6	4.6 bill.	39.6 bill.	370	380	(3.0)	—
Man-Nen-Sha	Osaka	15,219.5	14,934.8	2.0	144,228.4	138,513.7	3.8 bill.	35.9 bill.	495	495	—	12
Kyodo Advertising Co.	Tokyo	13,827.0	12,767.4	8.0	92,179.0	85,115.5	3.4 bill.	22.9 bill.	366	365	0.03	9
J. Walter Thompson Japan Group	Tokyo	12,463.4	10,445.2	19.0	82,583.3	69,554.8	3.1 bill.	20.5 bill.	264	267	(1.0)	4
Nihon Keizaisha Advertising	Tokyo	12,317.8	11,421.2	8.0	77,491.5	67,883.7	3.1 bill.	19.3 bill.	388	377	3.0	10
Nippo Marketing & Advertising	Tokyo	10,220.9	9,165.6	12.0	68,139.0	61,104.0	2.5 bill.	17.0 bill.	222	230	(4.0)	6
Osaka Yomiuri Advertising	Osaka	9,641.7	9,906.8	(3.0)	56,869.0	57,670.0	2.4 bill.	13.6 bill.	297	310	(0.04)	2
Dentsu-Young & Rubicam	Tokyo	9,480.0	1,825.0	—	63,231.0	12,173.0	2.4 bill.	15.7 bill.	215	215	—	1
Standard Advertising	Tokyo	9,161.2	7,783.0	18.0	79,660.5	65,827.4	2.3 bill.	19.8 bill.	158	136	16.0	—
Mainichi Advertising	Tokyo	6,330.0	6,201.0	2.0	48,411.0	45,538.0	1.6 bill.	12.0 bill.	175	168	4.0	4
Nambokusha	Tokyo	5,676.2	5,209.9	9.0	42,053.2	38,037.2	1.4 bill.	10.5 bill.	163	156	4.0	5
Grey-Daiko Advertising	Tokyo	4,929.0	4,326.0	14.0	32,884.0	28,852.0	1.2 bill.	8.2 bill.	115	117	(0.02)	1
Dai-Ichi Tsushin-Sha Co.	Tokyo	3,445.4	2,717.7	27.0	22,980.7	18,127.0	857,061.5	5.7 bill.	99	95	4.0	3
Toei Advertising	Tokyo	2,700.0	2,467.0	9.0	21,238.7	19,783.8	671,636.0	5.3 bill.	49	50	(2.0)	5
Asia Advertising Agency	Tokyo	2,146.0	1,206.0	78.0	9,059.5	7,067.0	534,000.0	2.3 bill.	58	53	9.0	1
Ketchum Advertising (Japan)	Tokyo	1,088.4	1,526.4	(28.7)	7,255.8	10,160.2	270,740.0	1.8 bill.	22	32	(31.0)	1
Meitsu Advertising	Tokyo	1,061.3	1,031.5	3.0	7,694.3	7,479.6	2.6 bill.	19.1 bill.	260	260	—	7
International Ad Co.	Osaka	494.2	385.4	28.0	4,719.2	5,019.7	122,938.4	1.2 bill.	10	8	25.0	1
Yomiko DFS International	Tokyo	471.0	308.1	53.0	3,526.8	2,559.9	117,152.1	877,323.0	11	17	(35.0)	1
Kenya												
Ogilvy & Mather (Eastern Africa)	Nairobi	1,051.6	908.1	16.0	6,902.4	6,057.4	KSh9,482.2	KSh62,239.8	48	51	(6.0)	1
McCann-Erickson (Kenya)	Nairobi	575.0	483.0	19.0	3,835.0	3,222.0	5,183.0	34,571.0	29	26	12.0	1
D'Arcy-MacManus & Masius	Nairobi	350.7	278.5	26.0	1,754.1	972.8	3,162.2	15,817.3	20	23	(13.0)	1
Lebanon												
Intermarkets SAL	Beirut	6,512.0	5,680.0	15.0	40,180.0	35,070.0	Leb£31,292.0	Leb£193,076.0	185	171	8.0	8
H&C-Leo Burnett	Beirut	2,278.1	1,576.0	45.0	15,191.0	10,512.0	10,947.0	72,999.0	—	—	—	1

Notes to individual agency listings

Argentina

David Ratto affiliated with BBDO Intl.
Ortiz, Scopesi y Cia. part of Ogilvy & Mather Intl.
Lautrec Publicidad part of DFS Intl.
Young & Rubicam de Argentina does not report billings. Figures are AA estimates.
Pragma/FCB Publicidade agency began operations in 1982.
Yuste Publicidad affiliated with EUROCOM/Univas network.
Gomez Ferran Inter-Americana part of Kenyon & Eckhardt Intl.
The Advertisers Asociados affiliated with Saatchi & Saatchi Compton Worldwide.

Australia

George Patterson part of Ted Bates Worldwide.
Clemenger Australia part of BBDO Intl.
The Dailey International Group consists of agencies in Sydney, Melbourne, Brisbane, Perth and Adelaide.
Young & Rubicam does not report billings. Figures are AA estimates.
Grey & Murray Evans Advertising Grey Advertising and Murray Evans Advertising merged in spring of 1982.
Mojo Australia affiliated with D'Arcy-MacManus & Masius.
MCR Compton part of Saatchi & Saatchi Compton Worldwide.
Magnus Nankervis & Curl part of BBDO Intl.
Meridian Advertising (Australia) part of Ogilvy & Mather Intl.
Scali, McCabe, Sloves (Australia) part of Ogilvy & Mather Intl.

Austria

Young & Rubicam does not report billings. Figures are AA estimates.
Werbeagentur Wirz part of Zurich-based Wirz Intl.
Team Werbeagentur part of BBDO/Intl.
Dorland Advertising part of DFS Intl.
Die Sieber Werbungsgesellschaft affiliated with Saatchi & Saatchi Compton Worldwide.

Bahrain

Fortune Promoseven gross income figures for both years are AA estimates.

Barbados

Corbin Compton figures for '81 reflect a large account that is only active on a four- to five-year cycle.

Belgium

Young & Rubicam Belgium does not report billings. Figures are AA estimates.
Marsteller International S.A. billings figures for '82 and '81 are AA estimates.
Intermarco-Farner S.A. part of the Publicis Intermarco-Farner agency network.
Coerten S.A. part of Ted Bates Worldwide Intl.
MarkCom S.A. affiliated with Saatchi & Saatchi Compton Worldwide.
Moussault/Ayer part of Ayer Intl.

Brazil

Alcantara Machado, Periscinoto Comunicacoes offices in Rio de Janeiro and Brasilia.
Salles/Inter-Americana de Publicidade affiliated with Benton & Bowles Intl.
Duailibi, Petit, Zaragoza Propaganda offices in Rio de Janeiro, Brasilia and Porto Alegre.
Norton Publicidade affiliated with the Univas agency network. Gross income figures for 1982 are agency estimates.
Denison S/A part of Ted Bates Worldwide.
Castelo Branco e Associados Propaganda offices in Brasilia and Rio de Janeiro.
Young & Rubicam do Brasil does not report billings. Figures are AA estimates.
Publicidad Siboney associated with NCK Intl.
Oliveira, Murgel Comunicacao agency merged in September, 1981, with Kenyon & Eckhardt Intl.
Grupo de Trabalho em Marketing e Comunicacao part of Kenyon & Eckhardt Intl.
Esquire Propaganda part of DFS Intl.

Britain

Saatchi & Saatchi Group U.K. includes Downton Advertising, Halls Edinburgh, Saatchi Manchester, RPG Gloucester, O'Kennedy Brindley Dublin, Garrott Dorland, Crawford Holdings and Sales Promotion Agency.
Royds Advertising Group figures include Royds Manchester, Birmingham, Wales, South West, Woolward Royds, Stowe and Bowden, Extel Advertising and PR, Belfast Progressive Advertising and other.
Young & Rubicam Holdings does not report billings. Figures are AA estimates.
Geers Gross Advertising Ltd. figures cover the two London offices of Geers Gross, but not the New York office.
Brunning Advertising & Marketing offices in Liverpool, Birmingham, Manchester, Bristol and Yorkshire.
McCormick Intermarco-Farner Ltd. part of the Publicis Intermarco-Farner network.
Michael Bungey & Partners part of DFS International.
KMP Partnership part of Saatchi & Saatchi Compton Worldwide.
Butler Dennis Garland & Partners Ltd. part of Kenyon & Eckhardt Intl. Gross income figures for both years are AA estimates.
LansdownEuro Ltd. resulted from merger of Lansdown Advertising and Euro Advertising. Figures for 1981 are for Euro Advertising only.
Colman RSCG & Partners since September, 1982, associated with the Roux, Seguela, Cayzac & Goudard group in France.
Gold Greenless Trott gross income figures for '82 and '81 are AA estimates.
Freeman, Mathews and Milne Ltd. gross income figures for both years are AA estimates.
Fletcher Shelton Delaney part of Ted Bates Worldwide.
Nicklin Advertising Ltd. gross income figures for both years are AA estimates.
Marsteller Ltd. billings figure for '82 is an AA estimate.
Ehrenstrahle & Co. part of BBDO Intl.
Mathers Advertising part of Ogilvy & Mather Intl.
FCO Univas part of the Eurocom/Univas agency group.
Foster Turner & Benson part of Ogilvy & Mather Intl.
Kingsway Media Services part of Ogilvy & Mather Intl.

Canada

Foster Advertising figures include Foster's associated and affiliated companies.
Hayhurst Advertising changed end of fiscal year from December 31 to September 30 and incorporated each operating office as a separate legal entity.
Young & Rubicam does not report billings. Figures are AA estimates.
Cosette Associes Communication Marketing branch offices in Montreal and Toronto.
Grant/Tandy Ltd. affiliated with the Kenyon & Eckhardt Group.
Enterprise Advertising Associates part of J. Walter Thompson.
Jean Leveille & Associes low billings figure for 1982 is due to the high amount of media placement, which is billed directly to client.
Campbell-Ewald (Canada) opened April, 1982.
Bleau, Duperrey, Giguere & Associes low billings figure for 1982 is due to high amount of media placement, which is billed directly to client.
Bob Howe Advertising gross income figures for '82 and '81 are AA estimates.

Chile

Promoplan part of Ogilvy & Mather Intl.
Sertec Inter-Americana part of Kenyon & Eckhardt Intl.
Epoca Ted Bates gross income figures for both years are AA estimates.
Young & Rubicam de Chile does not report billings. Figures are AA estimates.

China

McCann-Erickson Jardine (China) figures are expressed in Hong Kong dollars.

Colombia

Centrum Publicitario part of Ogilvy & Mather Intl.

Agency	City	Gross income 1982 $(000)	Gross income 1981 $(000)	Increase/ (decrease) %	Billings 1982 $(000)	Billings 1981 $(000)	Gross income 1982 Foreign currency	Billings 1982 Foreign currency	Number of employes 1982	Number of employes 1981	Increase/ (decrease) %	Offices
FCB Middle East	Beirut/Athens	1,148.1	993.0	16.0	7,657.6	6,623.5	Dr76,030.5	Dr507,123.7	20	18	11.0	2
Malawi												
Graphic:Lintas Worldwide (Malawi)	Blantyre	115.0	—	—	744.0	—	Mkwa112.0	Mkwa725.0	1	—	—	1
Malaysia												
Ogilvy & Mather (Malaysia)	Kuala Lumpur	2,773.0	2,309.8	20.0	18,498.0	15,740.0	M$6,439.0	M$42,949.0	154	118	31.0	1
PTM Thompson Advertising	Kuala Lumpur	2,254.0	2,339.0	(4.0)	15,036.0	15,601.0	5,234.0	34,912.0	139	142	(2.0)	3
Ted Bates (Malaysia)	Kuala Lumpur	1,938.0	2,283.0	(15.0)	12,921.0	15,075.0	4,500.0	30,000.0	76	94	(19.0)	1
Leo Burnett	Kuala Lumpur	1,831.3	1,837.4	(3.0)	12,215.1	12,255.1	4,252.0	28,361.0	83	80	4.0	1
SSC&B:Lintas (Malaysia)	Kuala Lumpur	1,514.0	1,447.0	5.0	8,887.0	8,759.0	3,516.0	20,637.0	61	56	9.0	2
McCann-Erickson (Malaysia)	Kuala Lumpur	1,168.0	821.0	42.0	7,787.9	5,476.0	2,711.0	18,082.0	53	44	21.0	—
KHK Needham Standard	Kuala Lumpur	994.9	690.0	44.0	7,833.2	5,037.0	2,309.9	18,187.2	52	43	21.0	1
Wings Creative Consultants	Kuala Lumpur	793.0	610.0	30.0	3,904.0	4,243.0	1,839.0	9,063.0	50	43	16.0	—
Kenyon & Eckhardt (Malaysia)	Kuala Lumpur	768.0	755.0	2.0	5,122.0	5,034.0	1,784.0	11,893.0	43	44	(2.0)	1
AP Compton Malaysia	Kuala Lumpur	723.8	359.5	101.0	4,827.4	2,953.2	1,680.4	11,208.4	43	34	26.0	—
Flagbearer Meridian Advertising	Kuala Lumpur	303.0	288.1	5.0	2,021.3	1,921.8	703.6	4,693.0	23	22	5.0	—
Grant Advertising	Kuala Lumpur	156.0	71.0	120.0	1,042.0	614.0	363.0	2,420.0	7	5	40.0	1
Young & Rubicam/Dentsu	Kuala Lumpur	40.0	—	—	266.0	—	94.0	617.6	13	—	—	1
Malta												
BCP International	Valletta	890.8	942.5	(5.0)	1,414.1	1,569.9	M£363.6	M£577.2	23	25	(8.0)	1
Mexico												
Noble y Asociados	Mexico City	6,106.0	5,071.0	88.0	40,726.7	33,823.3	Ps299,311.5	Ps2.00 bill.	232	297	(22.0)	2
McCann-Erickson	Mexico City	4,385.3	3,231.2	36.0	29.248.0	21,551.0	214,928.0	1.43 bill.	178	193	(8.0)	—
J. Walter Thompson de Mexico	Mexico City	4,157.5	2,993.0	39.0	27,717.0	19,952.3	203,799.0	1.36 bill.	162	148	9.0	1
Leo Burnett	Mexico City	2,462.3	1,776.0	39.0	16,423.4	11,846.0	120,700.0	805,069.0	90	84	7.0	1
Young & Rubicam	Mexico City	2,354.0	1,451.0	62.0	15,702.0	9,677.0	115,353.0	769,586.4	82	73	12.0	1
Panamericana Ogilvy & Mather	Mexico City	2,330.0	1,726.8	35.0	15,960.2	11,517.8	117,296.0	782,364.3	94	96	(2.0)	—
Publicidad D'Arcy-MacManus & Masius	Mexico City	2,013.0	1,844.3	9.0	14,779.0	12,545.0	98,680.0	724,455.0	72	103	(30.0)	1
Dieste, Merino/BBDO	Mexico City	1,812.5	1,158.7	56.0	12,089.2	7,728.8	88,846.7	592,607.6	43	38	13.0	1
Macqueda, Gibert/NCK	Mexico City	1,800.0	1,786.8	1.0	12,000.0	11,912.0	88,236.0	588,240.0	—	75	—	—
Teran Publicidad	Mexico City	1,782.8	1,194.4	49.0	9,306.0	5,439.5	87,390.0	456,240.0	65	63	3.0	1
Campbell-Ewald	Mexico City	1,319.0	699.0	89.0	8,798.0	4,662.0	64,659.0	431,276.0	52	41	27.0	—
Doyle Dane Bernbach de Mexico	Mexico City	1,280.0	1,177.1	9.0	8,896.1	7,968.2	62,725.0	436,082.0	72	79	(9.0)	1
Iconic	Mexico City	1,132.2	933.3	21.0	7,548.0	6,222.0	55,500.0	370,000.0	59	65	(9.0)	1
Hart, Scali, McCabe, Sloves de Mexico	Mexico City	841.5	673.2	25.0	5,610.0	4,488.0	41,250.0	275,000.0	43	43	—	1
Kenyon & Eckhardt de Mexico	Mexico City	595.0	911.6	(35.0)	3,500.0	5,360.4	29,166.7	171,568.6	—	32	—	1
Alcazar Montenegro/Compton	Mexico City	459.0	379.0	21.0	3,060.0	2,529.6	22,500.0	150,000.0	26	28	(7.0)	1
Foote, Cone & Belding de Mexico	Mexico City	441.3	424.7	4.0	2,943.5	2,832.4	21,632.8	144,291.0	29	29	—	1
SSC&B:Lintas (Mexico)	Mexico City	194.0	153.0	27.0	1,190.0	996.0	9,534.0	58,327.0	10	11	(9.0)	—
Namibia												
SSC&B:Lintas Worldwide Namibia	Windhoek	33.0	38.0	(15.0)	189.0	216.6	R39.0	R225.0	1	1	—	1
Netherlands												
Lintas Nederland	Rotterdam	6,353.0	6,063.0	5.0	44,805.0	43,377.0	Dgui16,960.0	Dgui119,607.0	125	126	(1.0)	2
FHV/BBDO	Amstelveen	6,289.2	6,838.8	(8.0)	41,153.6	44,884.6	16,789.0	109,860.0	108	120	(10.0)	1
Ogilvy & Mather	Amsterdam	5,509.2	4,569.1	21.0	36,746.4	30,476.0	14,706.9	98,095.2	104	98	6.0	2

Contacto Publicidad part of DFS Intl.
Publicidad Artefilme associated with NCK Intl.

Costa Rica

Publicidad Siboney associated with NCK Intl.

Denmark

Ogilvy & Mather Reklamebureau A/S branch office in Arhus.
Young & Rubicam Y&R does not report billings. Figures are AA estimates.
Intermarco-Farner A/S ProMedia part of the Publicis Intermarco-Farner agency network.
Bergenholz & Arnesen I/S part of DFS International.
Egeberg & Vinding Advertising part of Kenyon & Eckhardt Intl.
a-reklamea/s gross income figures for '82 and '81 are AA estimates.
Compton Denmark part of Saatchi & Saatchi Compton Worldwide.

Dominican Republic

Young & Rubicam Damaris does not report billings. Figures are AA estimates.
Publicidad Siboney associated with NCK Intl.
McCann-Erickson Corp. office opened in 1981.
Unitros Dominicana & Extensa Publicidad part of EUROCOM/Univas.

Ecuador

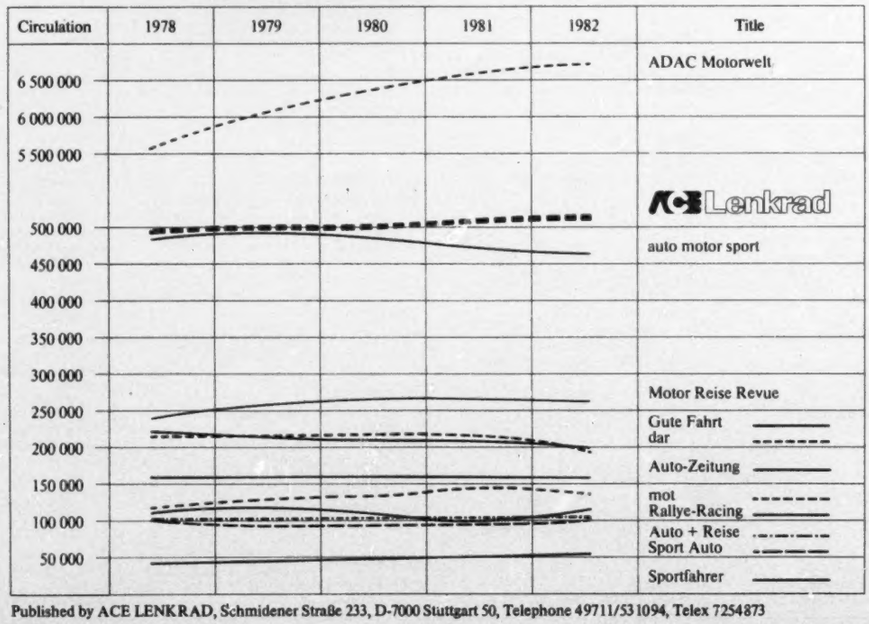
Veritas Publicitaria part of DFS Intl.
Publicidad Artefilme associated with NCK Intl.

Egypt

Societe Egyptienne de Publicite gross income figures for both years are AA estimates.

(Continued on Page M-22)

Automobile-Magazines W-Germany Development of circulation 1978 till 1982



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Agency	City	Gross income 1982 $(000)	Gross income 1981 $(000)	Increase/ (decrease) %	Billings 1982 $(000)	Billings 1981 $(000)	Gross income 1982 Foreign currency	Billings 1982 Foreign currency	Number of employes 1982	Number of employes 1981	Increase/ (decrease) %	Offices
Prad B.V.	Amsterdam	5,454.0	5,306.2	3.0	36,358.0	35,374.6	14,559.0	97,058.0	65	70	(7.0)	1
McCann-Erickson (Nederland)	Amsterdam	4,850.0	4,844.0	1.0	32,350.0	32,309.3	12,947.0	86,356.0	96	105	(9.0)	—
ARA Advertising & Marketing	Rotterdam	4,786.2	2,993.1	60.0	31,924.5	21,078.7	12,777.0	85,223.0	90	54	67.0	3
Noordervliet & Winninghoff/Leo Burnett	Amsterdam	4,428.5	3,412.6	30.0	29,539.5	22,762.1	11,822.0	78,856.0	74	61	21.0	1
Young & Rubicam-Koster Holding	Amsterdam	4,309.0	4,168.0	3.0	28,738.0	27,799.0	11,504.0	76,716.1	85	96	(11.0)	1
Result D'Arcy-MacManus & Masius	Amsterdam	4,266.0	3,711.0	15.0	28,455.0	24,755.0	11,404.0	76,065.0	73	72	1.0	1
J. Walter Thompson	Amsterdam	4,216.1	4,167.8	1.0	28,121.5	28,114.1	11,255.0	75,070.9	95	103	(8.0)	2
NPO Univas	The Hague	4,130.0	3,945.0	5.0	27,533.0	26,297.0	11,025.0	73,500.0	68	72	(6.0)	1
Intermarco-Farner	Amsterdam	4,046.0	4,121.0	(2.0)	27,047.0	27,496.0	10,800.0	72,200.0	74	79	(6.0)	2
Prins, Meijer, Stamenkovits & van Walbeek	Amsterdam	3,931.0	2,378.0	65.0	26,220.0	15,861.0	10,495.0	69,994.3	50	40	25.0	1
Recla-Janssens Advertising	Amsterdam	2,922.0	3,068.0	(5.0)	19,479.0	20,453.0	7,800.0	52,000.0	65	70	(7.0)	1
PPGH/Moussault	Amsterdam	2,785.2	2,980.0	(7.0)	18,730.0	19,854.0	7,435.0	50,000.0	44	52	(15.0)	1
HVR Advertising	Amstelveen	2,672.8	2,500.5	7.0	17,831.0	16,669.7	7,135.0	47,600.0	50	51	(2.0)	2
Hansnel Reklamemakers	Papendrecht	2,249.3	2,451.4	(8.0)	13,260.4	15,682.8	6,004.6	35,398.8	28	50	(78.0)	2
Geudeker Oerlemans & Needham Group	Amsterdam	2,190.7	1,888.0	16.0	14,609.4	12,586.6	5,848.2	39,000.0	37	36	3.0	1
Benton & Bowles	Amsterdam	2,160.1	1,826.0	18.0	14,400.7	12,173.5	5,766.4	38,442.8	43	43	—	1
GGK Amsterdam/KVH	Amsterdam	2,083.9	2,049.1	2.0	14,019.0	13,672.9	5,563.0	37,424.0	31	35	(11.0)	1
VDB/Compton	Amsterdam	2,054.0	2,312.4	(11.0)	14,490.0	16,828.0	5,483.0	38,682.0	43	49	(12.0)	1
Foote, Cone & Belding	Amsterdam	2,025.0	2,168.0	(7.0)	13,504.3	14,460.0	5,405.0	36,050.0	38	48	(21.0)	1
Ted Bates Reclame Adviesbureau	Amsterdam	1,740.3	1,980.7	(12.0)	13,614.6	16,167.9	4,646.3	36,344.4	36	43	(19.0)	1

Notes to listings

(Continued from Page M-20)

Finland

Oy Mainos Taucher Reklam Ab gross income figures for 1982 are estimates.
Topitorma Marketing part of the Publicis Intermarco-Farner agency network.
Lahti-Mainos Oy gross income figures for 1982 are estimates.

France

Publicis Conseil includes figures for B.C.A., De Bonneville Orlandini, CLV, Edico, Mundoprint, Orexa, Oscar, Projectis, Siquier Courcelle, Success and Media System.
Roux Seguela Cayzac & Goudard also has offices in the U.K., Germany, Belgium, Spain, Switzerland, Lebanon and the Caribbean.
Young & Rubicam France totals include Cato Johnson France, Horizons Media, Sudler & Hennessey, SNIP 4 and SNIP 4 Nord, ALS Conseil, MCI Consultants, TONIC and PROGEP. Y&R does not report billings. Figures are AA estimates.
Belier Group part of EUROCOM/Univas network; also includes Belier Conseil, Alice, Taurus, GGK (in which Belier has 30% equity), INF 14, Business, Bombe, five specialized agencies and five provincial agencies and Promostyl. Belier also has a 20% share in Norman, Craig & Kummel, New York.
Dupuy-Compton & Associes part of Saatchi & Saatchi Compton Worldwide.
Intermarco-Conseil part of the Publicis Intermarco-Farner network.
Ted Bates S.A. agency does not supply billing figures.
Feldman Calleux Associes figures include FCA Lyon, FCA Mediterranee, LK and Marketware. Employe figures exclude Gestion et Recherche Publicitaire and Utile personnel.
Futurs Groupe part of the EUROCOM/Univas group.
Alice part of the Belier group and theEUROCOM/Univas network.
Euro Advertising Lyon part of J. Walter Thompson Intl.
Taurus part of the Belier group and the EUROCOM/Univas network.
Marsteller International billings figures for '81 and '82 are AA estimates.
Campbell-Ewald Group name changed from Publi-Service Campbell-Ewald.
CPV part of Kenyon & Eckhardt Intl.
Eldorado part of the EUROCOM/Univas group.
INF.14 part of the Belier group and the EUROCOM/Univas network.
Ogilvy Defrenois Direct office opened May, 1982.
Strategie part of the Belier group and the EUROCOM/Univas network.
GMC Ayer partner of Ayer Intl.
Compar part of Saatchi & Saatchi Compton Worldwide.
GGK International opened September, 1982.
Domino Ketchum formed in April, 1982, and is part of Ketchum Intl.

Germany

Team/BBDO Group includes figures for IMPARC, Eiler & Riemel, Team/BBDO, Hamburg and Team Direct.
Ogilvy & Mather Group includes figures for Heumann, O&M; Ogilvy & Mather Direkt, Frankfurt and Hamburg; and Ogilvy & Mather Focus.
Young & Rubicam GmbH includes Cato Johnson, Y&R Munich and Sudler & Hennessey. Y&R does not report billings. Figures are AA estimates.
Doyle Dane Bernbach includes figures for DDB, Munich.
William Wilkens Werbegentur part of the EUROCOM/Univas agency network.
D'Arcy-MacManus & Masius branch office in Hamburg.
GGK Duesseldorf Werbeagentur includes figures for offices in Frankfurt and Hamburg.
Compton Germany part of Saatchi & Saatchi Compton Worldwide.
Intermarco-Farner Werbeagenturen part of the Publicis Intermarco-Farner network.
FCB-Deutschland Kommunikations offices in Hamburg and Berlin.
Heye, Needham & Partner includes figures for Heye, Needham, Duesseldorf and part ownership of Dr. Kossdorff & Partner, Vienna, Austria.
Scholz & Friends gross income and billing figures for 1981 are AA estimates. Agency opened July, 1981.
Hildmann Simon Rempen & Schmitz/SMS was bought (51%) by Scali, McCabe, Sloves in July, 1982.
Die Werbe Euro-Advertising part of J. Walter Thompson Intl.
Wirz & Hafner Werbeberatung part of Wirz Holding, Zurich.
Kastner & Partner opened October, 1982.

Greece

Lamda Alpha Advertising branch offices in Thessaloniki and Limassol (Cyprus).

Guatemala

Publicidad Siboney Guatemala office also covers El Salvador and Honduras.
Publimerca S.A. associated with N W Ayer Intl.

Hong Kong

Young & Rubicam (HK) does not report billings. Figures given are AA estimates.
Meridian Advertising (HK) part of Ogilvy & Mather Intl.

India

Hindustan Thompson Associates branch offices in Calcutta, New Delhi, Madras and Bangalore.
Ulka Advertising branch offices in Delhi, Calcutta and Bangalore.
Chaitra Advertising branch offices in Delhi and Bangalore.
Jaisons Advertising branch offices in Delhi and Chandigarh.
Shilpi Advertising branch office at Ahmedabad.

Indonesia

Meridian Advertising part of Ogilvy & Mather Intl.
Bulisto/BBDO gross income figures are AA estimates.

Ireland

Bell Advertising member of the Wilson Hartnell Group.
Brian Cronin & Associates gross income figures are AA estimates.
Doherty Advertising 1981 figures omitted because of corporate restructuring in May, 1982.
Padbury Advertising merged in May, 1982, with Doherty Advertising.

Israel

Bing Linial Advertising gross income figures for both years are AA estimates.

Italy

J. Walter Thompson Italia branch office in Rome.
Young & Rubicam Italia does not report billings. Figures are AA estimates.
Italia/BBDO branch offices in Bologna, Florence, Verona and Rome.
Publinter wpt branch office in Padova
Consumer Benefit Communication CBC part of D'Arcy-MacManus & Masius Intl.
CPV, Kenyon & Eckhardt Italiana branch offices in Rome and Florence.
B Communications part of DFS Intl.
Euro-Advertising Intl. branch office in Milan.
Intermarco-Farner Italia part of the Publicis Intermarco-Farner agency network.
Pubbli Dan Wirz part of Wirz Holding AG, Switzerland.

Japan

Dai-Ichi Kikaku affiliated with Saatchi & Saatchi Compton Worldwide.
Asatsu Inc. name changed from Asahi Tsushin Advertising.
Dentsu-Young & Rubicam figures for 1981 are only for two months. Young & Rubicam does not report billings. Figures are AA estimates.
Dai-Ichi Tsushin-Sha Co. gross income figures for both years are AA estimates.
StandardAdvertising affiliated with Needham, Harper & Steers
Asia Advertising Agency billings for 1982 are projected for fiscal year ending April.
Ketchum Advertising (Japan) 1981 figures includes Ketchum Osawa, a former joint venture.
Meitsu Advertising part of Kenyon & Eckhardt Intl.

Lebanon

Intermarkets SAL offices in Bahrain, Kuwait, Dubai, Egypt, Jordan, Syria, Qatar and Oman.
FCB Middle East headquartered in Athens, Greece, but does business in the Middle East.

Malawi

Graphic:Lintas Worldwide (Malawi) agency opened in April, 1982.

Malaysia

Wings Creative Consultants part of BBDO Intl.
Flagbearer Meridian Advertising part of Ogilvy & Mather Intl.
Grant Advertising part of Kenyon & Eckhardt Intl.
Young & Rubicam/Dentsu office opened August, 1982.

Mexico

Noble y Asociados part of Benton & Bowles Intl.
Young & Rubicam does not report billings. Figures are AA estimates.
Iconic part of DFS Intl.

Netherlands

Ogilvy & Mather includes figures for Ogilvy & Mather Direct, Amsterdam.
ARA Advertising & Marketing part of BBDO/Intl.
Young & Rubicam-Koster Holding does not report billings. Figures are AA estimates.
Intermarco-Farner part of the Publicis Intermarco-Farner network.
Prins, Meijer, Stamenkovits & van Walbeek merged with Young & Rubicam the end of 1981. Y&R does not report billings. Figures are AA estimates.
Recla-Janssens Advertising part of Euro Advertising group.
VDB/Compton part of Saatchi & Saatchi Compton Worldwide.
Ted Bates Reclame Adviesbureau formerly Breewer-Bates and Smit's-Bates.
TBWA Netherlands opened in April, 1981.
Van Lieshout & Van Hemert/FCB Foote, Cone & Belding acquired a minority interest in late spring of 1982.
Paradies Advertising part of BBDO Intl.
DFS Holland agency name changed from DFS Gillissen Kaldewaay.

New Zealand

Mackay King Advertising part of Kenyon & Eckhardt Intl.

Nicaragua

Publicidad McCann-Erickson Centroamericana office closed as of Dec. 31, 1982.

Norway

J.T. Kallevig A/S part of N W Ayer Intl.
Bates Gruppen A/S figures include BAB Bates, Bates-Sor, Ekko-Bates, Ottesen-Bates, A.G. Heltberg, Bates-Vestfold and AB Bates.
Young & Rubicam AS does not report billings. Figures are AA estimates.
Ogilvy & Mather Norway includes figures for O&M Direct Response, Oslo.
Lund & Lommer part of DFS Intl.
Scaneco-Young & Rubicam merged with Y&R Nov., 1981. Y&R does not report billings. Figures are AA estimates.
Klar Tale A/S Part of Saatchi & Saatchi Compton Worldwide.
Intermarco-Farner A/S part of the Publicis Intermarco-Farner agency network.

Pakistan

Orient Advertisers gross income figures for both years are AA estimates. Offices in Lahore, Islamabad, Quetta and Peshawar.

Panama

Campagnani, Aleman Publicidad associated with Leo Burnett Co.
Publicidad Velmor associated with NCK Intl.

Philippines

AMA Consolidated Group formerly named JMDC Advertising Agencies Operations.
Hemisphere Eastern Advertising & Marketing part of Grey Intl.
Meridian International part of Ogilvy & Mather Intl. Office opened in 1982.

Portugal

Norman, Craig & Kummel-Ciesa Publicidade associated with NCK Intl.
Intermarco-Espiral part of the Publicis Intermarco-Farner agency network.
Team part of Grey Intl.
FCB do Portugal Publicidade agency opened in 1981.
Unitros Portugal part of the EUROCOM/Univas network.
J. Walter Thompson Publicidade agency opened October, 1981; therefore no percentage increase/decrease is relevant.

Puerto Rico

Young & Rubicam Puerto Rico does not report billings. Figures are AA estimates.
J.R. Marquina & Associates part of DFS Intl.
Publicidad Siboney associated with NCK Intl.

Singapore

Batey Ads part of BBDO/Intl. Figures for 1982 are estimates.
Young & Rubicam does not report billings. Figures given are AA estimates.

South Africa

Grey Holdings Ltd. includes figures for Grey Action, Grey Advertising & Marketing, Grey Impact, Grey Mann, Grey Mills Kaye-Eddie, Grey Sandton, Grey Industrial and Grey Geddef.
BBDO South Africa branch offices in Capetown, Durban and Port Elizabeth.
Bates Wells Kennedy affiliated with Ted Bates Worldwide.
VZ, Ogilvy & Mather formerly named Van Zijl & Schultze, Lund & Tredoux.
G. de Villiers and Co. affiliated with Univas.
Key Advertising part of DFS Intl.

South Korea

Daihong Advertising Co. figures given are for eight months in 1982. One month after opening, Daihong merged with Ad Lotte, the inhouse agency of the Lotte Group.

Spain

Tiempo/BBDO S.A.P. doubling of gross income for 1982 is due to the cyclical nature of accounts, which didn't show up in '81 figures.
IMAA/Clarin gross income figures for '82 and '81 are AA estimates.
Delvico/DFS Group includes office in Barcelona.
McCann-Erickson S.A. figures include office in Barcelona.
Lintas S.A. includes office in Barcelona
Unitros S.A. part of EUROCOM/Univas with two offices in Madrid and one in Barcelona.
Interalas D'Arcy-MacManus & Masius includes offices in Barcelona, Bilbao and Valencia.
Young & Rubicam Espana does not report billings. Figures are AA estimates.
Tandem/DDB S.A. figures include Tandem/DDB Campmany-Guasch, Barcelona.
Bassat, Ogilvy & Mather S.A. figures

FOREIGN AGENCY INCOME

Agency	City	Gross income 1982 $(000)	Gross income 1981 $(000)	Increase/ (decrease) %	Billings 1982 $(000)	Billings 1981 $(000)	Gross income 1982 Foreign currency	Billings 1982 Foreign currency	Number of employes 1982	Number of employes 1981	Increase/ (decrease) %	Offices
Cordon-Grey	Baarn	1,738.0	1,470.3	18.0	11,970.2	9,999.6	4,639.7	31,954.5	24	24	—	1
R.V. Wiggert de Vries & Franssen/DDB	Amsterdam	1,498.4	1,442.2	4.0	10,002.0	9,627.2	4,000.0	26,700.0	31	31	—	1
Campbell-Ewald Nederland	Amsterdam	1,307.4	1,715.0	(24.0)	8,718.0	11,439.0	3,490.0	23,278.0	27	49	(45.0)	—
De Bussy Reclame	Amsterdam	1,292.0	1,645.0	(21.0)	8,616.0	10,976.0	3,450.0	23,000.0	40	55	(27.0)	1
Norman, Craig & Kummel	Amsterdam	1,200.0	1,068.7	12.0	8,000.0	7,124.5	3,204.0	21,360.0	—	9	—	—
BBDO Industrieel	Amstelveen	1,059.8	1,021.3	4.0	6,984.3	6,749.5	2,829.2	18,644.6	17	18	(6.0)	1
TBWA Netherlands	Amsterdam	1,050.0	295.0	256.0	7,003.0	1,966.7	2,803.0	18,695.0	20	12	67.0	1
Van Lieshout & Van Hemert/FCB	Rotterdam	984.2	—	—	6,564.3	—	2,627.2	17,523.6	18	—	—	1
Paradies Advertising	Amsterdam	801.6	311.0	158.0	5,344.2	2,073.1	2,139.9	14,266.3	14	13	8.0	1
DFS Holland	Amsterdam	598.0	562.4	6.0	4,158.0	2,416.0	1,595.6	11,100.0	14	11	27.0	1
Jan Moerbeek/Marco Klein	Amsterdam	498.2	449.5	11.0	3,360.0	3,000.0	1,330.0	8,900.0	10	10	—	1
Kastelein B.V.	Baarn	235.8	275.2	(14.0)	1,573.0	1,835.0	629.7	4,200.0	6	6	—	1
New Zealand												
J. Inglis Wright	Wellington	3,326.5	2,694.8	23.0	16,751.4	13,572.5	NZ$4,422.9	NZ$22,272.8	78	81	(4.0)	3
Campaign Advertising Group	Auckland	3,204.0	2,736.0	17.0	13,823.2	12,314.7	4.260.1	18,379.4	76	77	(0.01)	4
D'Arcy-MacManus & Masius	Auckland	2,134.5	1,617.0	32.0	11,301.8	8,833.4	2,838.0	15,027.0	52	49	6.0	2
Ogilvy & Mather (New Zealand)	Auckland	1,831.1	1,377.0	33.0	6,956.6	5,380.6	2,434.6	9,249.6	60	49	22.0	2
Mackay King Advertising	Wellington	1,351.7	905.0	49.0	8,140.3	5,497.4	1,797.2	10,823.4	33	30	10.0	1
Leo Burnett	Auckland	1,186.1	1,038.0	14.0	7,911.3	6,923.1	1,577.0	10,519.0	—	—	—	1
SSC&B:Lintas New Zealand	Auckland	1,054.0	1,154.0	(9.0)	5,177.0	5,492.0	1,402.0	6,884.0	31	29	7.0	2
McHarman Ayer	Auckland	995.8	838.5	19.0	4,391.4	3,985.4	1,324.0	5,838.9	33	26	27.0	1

include Prieto, Bassat, O&M, Madrid, but not Ogilvy & Mather Direct.
Danis/Benton & Bowles S.A. includes office in Bilbao.
GDD Ayer S.A. part of Ayer International.
BCK Servicios de Comunicacion branch office in Madrid.
Compton S.A. part of Saatchi & Saatchi Compton Worldwide.
Intermarco/MMLB Internacional SA part of the Publicis Internarco-Farner agency network.

Sweden

Anderson & Lembke branch offices in Gothenburg, Helsingborg, Helsinki, Oslo, London and Stamford, Conn.
Nordstrom-Grey AB offices in Gothenburg and Malmo
Young & Rubicam AB does not report billings. Figures are AA estimates. Included are Cato Johnson Svenska and Wunderman Intl.
Intermarco-Farner AB part of the Publicis Intermarco-Farner agency network.
AB Tornbloms Annonsbyra part of Saatchi & Saatchi Compton Worldwide.
Perceptum Information AB affiliated with Needham, Harper & Steers Intl.
AB Gothus Annonsbyra billings for '82 and '81 are AA estimates.
Marsteller Scandinavia AB billings for '82 and '81 are AA estimates.
Dahlback & Berglund AB member of the EMAD group.
IMAA/AB Olof Isacsons Advertising gross income figures for '82 and '81 are AA estimates

Switzerland

Adolf Wirz Inc. offices in Vienna, Milan and Frankfurt.
GGK Basel Werbeagentur includes Zurich office.
Gisler & Gisler Ltd. part of BBDO Intl.
Dr. Rudolf Farner Werbeagentur part of Publicis Intermarco-Farner agency
Marsteller International S.A. billing figure for 1982 is an AA estimate.
CSWH Univas figures for Geneva office are in Unicom listing.
Young & Rubicam does not report billings. Figures are AA estimates
Kloeti Werbeagentur associated with Saatchi & Saatchi Compton Worldwide.
Unicom resulted from merger of Edelta, Geneva/Zurich and CSWH, Geneva.
Bureau d'Etudes Publicitaires part of Publicis Intermarco-Farner agency network.

Thailand

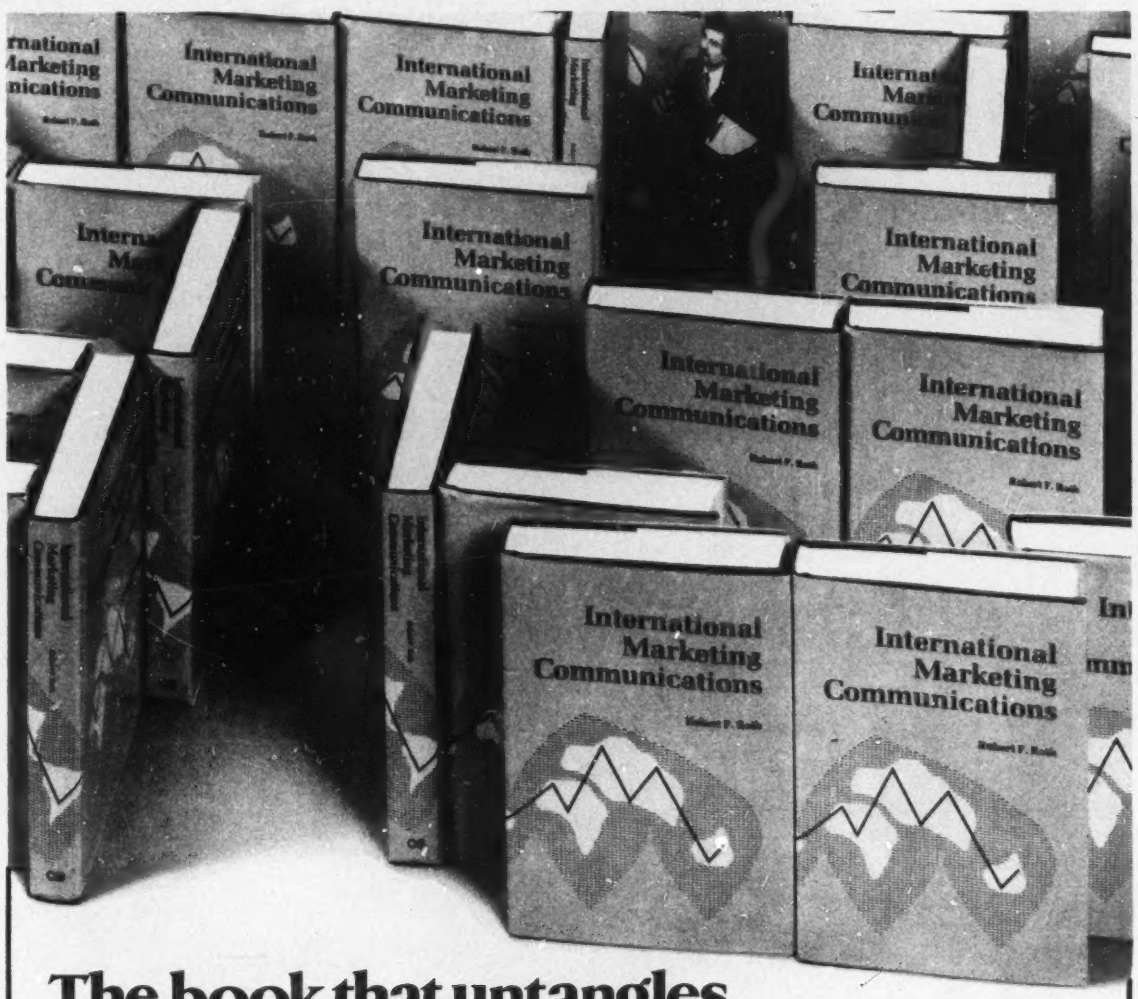
Meridian Advertising part of Ogilvy & Mather Intl.
Redford International part of Saatchi & Saatchi Compton Worldwide.

Turkey

Rota Advertising Ltd. branch offices in Izmir and Ankara.

Venezuela

Corporacion Publicitaria Nacional CORPA part of Ogilvy & Mather Intl.
Publicidad Siboney associated with NCK Intl.
International Marketing Communications affiliated with Kenyon & Eckhardt Intl.
Blanco Uribe/FCB Publicidade began operations January, 1982.



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FOREIGN AGENCY INCOME

Agency	City	Gross income 1982 $(000)	Gross income 1981 $(000)	Increase/ (decrease) %	Billings 1982 $(000)	Billings 1981 $(000)	Gross income 1982 Foreign currency	Billings 1982 Foreign currency	Number of employes 1982	Number of employes 1981	Increase/ (decrease) %	Offices
USP Needham	Auckland	739.7	502.0	21.0	3,698.9	2,510.5	983.5	4,918.1	21	16	31.0	1
Ward & Grey	Auckland	429.4	232.0	85.0	2,147.2	1,051.4	571.0	2,855.0	11	8	4.0	1
Nicaragua												
Publicidad McCann-Erickson Centroamericana	Managua	42.0	78.8	(47.0)	280.0	525.6	Cor406.0	Cor2,708.0	0	5	—	1
APCU de Nicaragua	Managua	5.2	5.6	(8.0)	36.2	37.5	50.0	350.0	2	2	—	1
Nigeria												
Lintas (Nigeria)	Lagos	5,067.0	4,810.0	5.0	28,071.0	27,596.2	Nai3,381.0	Nai18,739.0	165	170	(3.0)	1
Norway												
Bates Gruppen A/S	Oslo	13,089.0	10,400.0	26.0	84,519.0	71,367.0	NKr83,526.0	NKr539,368.0	343	346	(1.0)	6
Ervaco Oslo A/S	Oslo	3,035.0	2,581.6	18.0	20,255.8	17,221.3	19,380.0	129,265.0	72	60	20.0	1
Ogilvy & Mather Norway	Oslo	3,013.1	2,145.2	40.0	20,097.7	14,308.8	19,228.7	128,255.6	55	48	15.0	2
A/S Myres/Lintas	Oslo	2,951.0	3,263.0	(10.0)	19,844.0	21,912.0	18,833.8	126,637.7	75	72	4.0	4
Lund & Lommer	Oslo	2,746.2	2,225.1	23.0	18,725.0	15,293.9	17,525.0	119,496.0	54	52	4.0	3
A/S Benton & Bowles/HO	Oslo	2,695.0	2,593.0	4.0	18,020.0	17,183.0	17,200.0	115,000.0	64	67	(4.0)	3
Scaneco-Young & Rubicam	Oslo	2,309.0	824.0	147.0	15,401.0	5,496.0	14,729.0	98,289.2	49	37	32.0	1
McCann-Erickson A/S	Oslo	1,664.3	1,078.3	54.0	11,100.9	7,191.9	10,621.0	70,842.0	30	32	(6.0)	—
Jenssen & Borkenhagen A/S	Oslo	1,566.1	1,224.8	28.0	11,748.2	9,041.6	9,994.1	74,972.3	20	19	5.0	1
Klar Tale A/S	Oslo	1,343.9	948.7	42.0	8,911.0	5,391.4	8,576.0	56,867.0	22	20	1.0	1
NCK-Norge	Oslo	1,200.0	1,085.2	11.0	8,000.0	7,234.8	7,658.4	51,056.0	—	—	—	1
Pran & Torgersen A/S	Oslo	1,155.3	1,316.7	(12.0)	8,320.9	8,673.1	7,373.0	53,100.9	23	30	(23.0)	1
Master A.S.	Oslo	1,065.6	1,000.0	7.0	6,039.2	5,616.1	6,800.0	38,540.0	20	24	(17.0)	3
Haugan & Espeseth	Oslo	917.0	690.0	33.0	6,110.0	4,591.0	5,850.0	39,000.0	19	17	12.0	2
Jensen/Grey	Oslo	881.1	663.0	33.0	5,879.0	4,421.0	5,623.0	37,504.0	19	18	6.0	1
Young & Rubicam AS	Oslo	826.0	1,053.0	(22.0)	5,511.0	7,023.0	12,685.0	35,171.2	22	31	(29.0)	1
D'Arcy-MacManus & Masius	Oslo	763.0	729.3	5.0	5,072.5	4,734.4	4,869.0	32,371.0	16	18	(11.0)	1
Ervaco Bergen A/S	Bergen	760.0	374.5	103.0	5,070.0	2,499.4	4,850.0	32,250.0	11	11	—	1
Intermarco-Farner A/S	Oslo	277.4	300.2	(8.0)	1,850.0	2,001.8	1,770.0	11,806.0	6	6	—	1
J.T. Kallevig A/S	Oslo	219.4	188.0	17.0	1,504.3	1,269.3	1,400.0	9,600.0	6	9	(33.0)	1
Pakistan												
R:Lintas (Pakistan)	Karachi	543.0	472.0	15.0	3,971.0	3,145.0	R6,500.0	R47,500.0	71	61	16.0	—
Orient Advertisers	Karachi	356.2	365.9	(3.0)	2,376.0	2,440.4	4,261.0	28,420.7	76	76	—	5
Panama												
Campagnani, Aleman Publicidad	Panama City	1,241.0	1,143.0	9.0	8,277.0	7,624.0	—	—	41	41	—	1
McCann-Erickson de Panama	Panama City	1,055.0	878.0	20.0	7,037.0	5,856.0	—	—	43	41	5.0	1
Publicidad Velmor	Panama City	225.0	330.0	(32.0)	1,500.0	2,200.0	—	—	—	—	—	1
APCU de Panama	Panama City	150.0	105.0	43.0	1,000.0	700.0	—	—	10.0	6	67.0	1
Paraguay												
McCann-Erickson (Paraguay)	Asuncion	254.0	206.1	23.0	1,694.0	1,374.0	Gua34,258.0	Gua228,501.0	15	18	(17.0)	1
J. Walter Thompson	Asuncion	247.0	294.5	(16.0)	1,647.3	1,964.4	33,374.2	222,605.6	9	8	13.0	1
Peru												
J. Walter Thompson Peruana	Lima	1,902.6	1,026.4	85.0	12,690.3	6,846.4	Soles1.2 bill.	Soles8.3 bill.	80	89	(10.0)	1
McCann-Erickson Publicidad	Lima	1,533.0	800.2	92.0	10,225.0	5,336.0	1.0 bill.	6.7 bill.	77	70	10.0	1
Properu Publicidad	Lima	1,480.0	766.8	93.0	7,050.0	3,485.3	966,000.0	4.6 bill.	68	64	6.0	1
Forum Asociada & Ogilvy & Mather	Lima	1,263.9	574.5	120.0	8,426.0	3,830.0	825,000.0	5.5 bill.	90	60	50.0	1
Compania Nacional de Publicidad & Grey	Lima	551.0	454.1	21.0	3,671.0	3,027.0	359,444.0	2.4 bill.	67	72	(7.0)	1
Philippines												
J. Walter Thompson (Philippines)	Manila	2,587.8	1,996.7	30.0	17,252.1	13,311.5	Ps21,875.0	Ps145,833.5	197	190	4.0	1
AMA Consolidated Group	Manila	2,140.5	2,143.3	0.0	15,624.0	15,381.0	18,094.0	132,070.8	254	202	26.0	1
McCann-Erickson (Philippines)	Manila	1,675.2	1,315.4	27.0	11,172.0	8,771.0	14,161.0	94,454.0	127	117	9.0	1
Ace-Compton Advertising	Manila	1,602.1	1,291.5	24.0	10,385.9	8,614.3	13,542.6	90,329.0	160	156	3.0	1
Advertising & Marketing Associates	Manila	1,474.5	1,306.6	13.0	9,870.0	8,543.6	12,464.1	83,093.7	155	145	7.0	1
Bates-Alcantara (Philippines)	Manila	1,331.0	1,153.4	15.0	8,873.0	7,690.0	11,250.0	75,000.0	116	108	7.0	1
Philprom Inc.	Pasay City	676.5	535.4	26.0	4,512.1	3,571.0	5,718.2	38,140.9	93	95	(2.0)	2
CA-Lintas Manila	Manila	532.0	342.0	56.0	3,551.0	2,288.0	4,500.0	30,017.0	32	29	10.0	1
Hemisphere Eastern Advertising & Marketing	Manila	418.0	303.7	38.0	2,786.0	2,024.5	3,535.0	23,552.0	40	35	14.0	1
Meridian International	Manila	28.8	—	—	192.2	—	Ps243.7	Ps1,624.6	15	—	—	1
Portugal												
Norman, Craig & Kummel-Ciesa Publicidade	Lisbon	1,575.0	1,231.6	28.0	10,500.0	8,210.5	Esc122,664.2	Esc817,761.0	—	65	—	1
McCann-Erickson-Hora Publicidade	Lisbon	1,344.4	991.1	36.0	8,967.1	6,610.4	104,704.0	698,376.0	58	57	2.0	1
Intermarco-Espiral	Lisbon	1,293.0	982.0	32.0	6,934.0	5,008.0	100,700.0	540,000.0	69	71	(3.0)	1
Abrinicio 75-Publicidade e Marketing	Lisbon	1,244.2	873.1	43.0	4,191.0	3,518.2	96,900.0	326,400.0	52	52	—	1
Lintas-Agencia Internacional de Publicidade	Lisbon	969.0	791.0	22.0	6,523.0	5,486.0	75,463.0	508,029.0	56	52	8.0	1
Team	Lisbon	752.7	704.9	7.0	5,020.4	4,699.4	58,620.7	391,000.0	58	58	—	2
FCB do Portugal Publicidade	Lisbon	311.9	112.8	177.0	2,080.2	752.3	24,289.0	162,008.0	27	16	69.0	1
Unitros Portugal	Lisbon	255.0	143.6	78.0	1,755.0	844.9	19,859.8	136,682.2	15	15	—	1
J. Walter Thompson Publicidade	Lisbon	122.0	14.2	—	753.7	94.6	9,500.0	58,700.0	14	10	40.0	1
Puerto Rico												
Marti, Flores, Prieto	San Juan	6,239.7	5,023.9	24.0	41,181.9	33,157.6	—	—	116	98	18.0	5
Badillo/Compton	San Juan	3,700.0	3,700.0	—	25,000.0	25,000.0	—	—	83	85	(2.0)	1
Young & Rubicam Puerto Rico	San Juan	2,950.0	2,894.0	2.0	19,677.0	19,303	—	—	59	60	(2.0)	1
J.R. Marquina & Associates	Santurce	2,625.0	2,580.0	2.0	17,500.0	17,200.0	—	—	65	63	3.0	—
Publicidad Siboney	Santurce	1,800.0	1,200.0	50.0	12,000.0	8,000.0	—	—	—	—	—	1
McCann-Erickson (Puerto Rico)	San Juan	1,587.0	1,098.0	45.0	10,585.0	7,324.0	—	—	49	42	17.0	—
Leo Burnett	San Juan	1,417.0	1,270.0	12.0	9,450.0	8,471.0	—	—	31	31	—	1
BBDO Puerto Rico	San Juan	1,239.1	825.0	50.0	8,260.5	5,500.0	—	—	—	20	—	1
Saudi Arabia												
Saudi Advertising	Jeddah	3,506.4	2,600.5	35.0	14,077.1	10,362.8	Ri12,037.2	Ri48,324.9	118	91	30.0	3
Singapore												
Batey Ads	Singapore	2,614.1	2,147.3	22.0	13,910.0	12,136.0	S$5,600.0	S$29,800.0	62	65	(5.0)	1
Ogilvy & Mather	Singapore	2,337.0	2,512.3	(7.0)	15,591.0	16,962.0	5,005.0	33,383.0	88	93	(5.0)	—
Leo Burnett	Singapore	1,608.0	1,258.5	28.0	10,723.0	8,394.0	3,444.0	22,971.0	51	51	—	1

FOREIGN AGENCY INCOME

Agency	City	Gross income 1982 $(000)	Gross income 1981 $(000)	Increase/ (decrease) %	Billings 1982 $(000)	Billings 1981 $(000)	Gross income 1982 Foreign currency	Billings 1982 Foreign currency	Number of employes 1982	Number of employes 1981	Increase/ (decrease) %	Offices
Grant Kenyon & Eckhardt	Singapore	1,541.0	1,592.0	(3.0)	10,876.4	10,920.8	3,300.0	23,300.0	76	75	1.0	1
SSC&B:Lintas S.E.Asia	Singapore	1,130.0	1,008.0	12.0	8,020.0	7,155.0	2,420.0	17,181.0	31	26	19.0	1
McCann-Erickson	Singapore	913.1	665.2	37.0	6,090.3	4,436.9	1,956.0	13,047.0	42	29	45.0	—
Needham Standard Advertising	Singapore	833.3	724.9	15.0	5,246.9	4,655.9	1,785.2	11,240.1	44	37	19.0	1
Young & Rubicam	Singapore	788.0	603.0	31.0	5,255.0	4,024.0	1,686.0	11,257.3	31	28	11.0	1
Adcom & Grey	Singapore	754.3	680.0	11.0	3,888.0	3,741.0	1,616.0	8,330.0	31	29	7.0	1
Compton Advertising	Singapore	705.0	521.0	35.0	4,702.0	3,475.0	1,510.0	10,071.0	33	32	3.0	1
Ted Bates	Singapore	665.2	595.2	12.0	4,435.0	3,968.0	1,425.0	9,500.0	37	33	12.0	1
J. Walter Thompson	Singapore	619.1	723.3	(14.0)	4,050.7	4,828.9	1,326.3	8,677.7	34	33	3.0	1
Meridian Advertising	Singapore	389.4	227.0	72.0	2,597.5	1,585.4	834.3	5,564.5	23	20	15.0	—
Tom Tan Associates	Singapore	350.0	345.4	1.0	1,508.0	1,494.0	749.0	3,230.0	10	10	—	3
Adsell/D'Arcy-MacManus & Masius	Singapore	114.8	115.2	(1.0)	1,504.6	732.9	245.9	3,223.3	22	9	144.0	1
South Africa												
Grey Holdings Ltd.	Johannesburg	13,486.0	7,736.0	74.0	81,733.4	46,885.0	R16,131.6	R97,767.2	383	240	60.0	9
BBDO South Africa	Johannesburg	11,952.3	8,746.7	37.0	79,681.7	53,010.5	14,297.0	95,313.0	—	297	—	4
Bates Wells Kennedy	Johannesburg	10,274.4	7,014.9	46.0	45,857.1	45,388.1	12,290.0	54,853.0	316	281	12.0	—
Communications Corp. Ltd.	Cape Town	6,750.0	5,160.0	31.0	41,522.0	32,432.0	8,074.0	49,668.0	281	230	22.0	5
Lindsay Smithers-FCB Holdings	Sandton	6,496.0	5,374.0	21.0	43,327.0	35,844.0	7,770.0	51,826.0	270	286	(6.0)	7
J. Walter Thompson Co. South Africa	Johannesburg	4,454.6	4,415.8	1.0	26,477.6	26,358.5	5,328.5	31,671.8	164	162	1.0	2
Lintas	Johannesburg	4,427.0	3,877.0	14.0	27,512.0	24,088.0	5,295.0	32,909.0	145	141	3.0	2
VZ, Ogilvy & Mather	Johannesburg	4,424.1	3,788.8	17.0	28,153.0	24,755.6	5,292.0	33,675.8	165	152	9.0	1
McCann-Erickson (South Africa)	Johannesburg	4,353.1	3,623.2	20.0	29,053.0	24,165.0	5,207.0	34,731.0	137	140	(2.0)	—
G. de Villiers and Co.	Johannesburg	3,479.0	2,556.0	36.0	21,561.1	15,127.0	4,162.2	25,790.8	134	105	28.0	3
D'Arcy-MacManus & Masius	Johannesburg	3,337.1	2,655.2	26.0	22,258.2	18,263.2	3,991.7	26,624.6	115	127	(9.0)	3
KMP Compton	Johannesburg	3,191.5	2,337.6	37.0	21,287.3	15,592.0	3,817.6	25,463.4	146	141	4.0	4
Barker McCormac Advertising & Marketing	Johannesburg	2,674.0	2,183.9	22.0	15,225.1	12,834.1	3,198.6	18,211.9	109	98	11.0	4
I.M.A. Ltd.	Cape Town	2,259.5	1,937.4	17.0	13,380.5	11,727.7	2,702.7	16,005.4	87	93	(6.0)	2
Mortimer Tiley Holdings	Sandton	2,240.1	1,448.3	55.0	13,097.2	8,238.0	2,679.5	15,666.5	99	63	57.0	4
Campbell-Ewald	Johannesburg	1,194.0	1,176.3	2.0	7,964.0	7,844.0	1,428.0	9,525.0	36	44	(18.0)	—
Key Advertising	Johannesburg	924.0	739.0	25.0	5,516.0	3,555.5	1,105.0	6,598.0	31	32	(3.0)	1
P.N. Barrett Co. Cape Town	Cape Town	554.5	361.3	53.0	3,531.0	2,328.8	663.3	4,223.7	26	23	13.0	1
South Korea												
Korea First Advertising	Seoul	8,499.1	6,868.5	24.0	46,542.9	32,865.5	W6.0 bill.	W33.1 bill.	175	175	—	—
Oricom Inc.	Seoul	8,212.8	5,661.5	45.0	39,059.8	29,577.9	5.8 bill.	27.8 bill.	223	178	25.0	1
Union Advertising	Seoul	3,301.8	2,599.3	27.0	33,017.5	25,992.5	2.4 bill.	23.5 bill.	125	113	11.0	1
Hee Sung Co.	Seoul	2,760.8	1,903.8	45.0	26,318.5	17,836.5	2.0 bill.	18.7 bill.	94	69	36.0	1
Daihong Advertising Co.	Seoul	1,898.2	—	—	14,895.8	—	1.4 bill.	10.6 bill.	69	—	—	1
Nara Advertising	Seoul	784.0	544.4	44.0	6,772.4	4,688.3	558,000.0	4.8 bill.	35	25	40.0	1
Spain												
J. Walter Thompson S.A.	Madrid	6,692.3	5,283.3	27.0	44,637.8	35,239.5	Ptas725,849.0	Ptas4.84 bill.	124	120	3.0	2
Tiempo/BBDO S.A.P.	Barcelona	5,342.1	2,625.5	103.0	39,445.2	34,952.7	579,400.0	4.28 bill.	76	66	15.0	2
Cid S.A. Publicidad	Barcelona	4,866.3	3,416.9	42.0	32,343.8	23,403.1	527,800.0	3.5 bill.	115	112	3.0	1
IMAA/Clarin	Madrid	4,838.1	4,146.9	17.0	32,270.0	27,660.0	524,737.6	3,5 bill.	140	140	—	3
Norman, Craig & Kummel Espanola	Madrid	4,800.0	3,584.7	34.0	32,000.0	23,898.2	520,608.0	3.47 bill.	—	46	—	—
Moline, Montfort, Lorente, Borsten S.A.	Barcelona	4,563.9	4,287.3	6.0	30,426.0	28,582.0	495,000.0	3.3 bill.	42	40	5.0	1
Delvico/DFS Group	Madrid	4,533.0	3,079.5	47.0	31,380.0	20,514.5	491,646.0	3.4 bill.	95	90	6.0	3
McCann-Erickson S.A.	Madrid	4,474.0	3,486.0	28.0	29,842.0	23,252.0	485,235.0	3.24 bill.	90	83	8.0	2
Lintas S.A.	Madrid	4,353.0	2,936.0	48.0	31,047.0	20,524.0	472,181.0	3.37 bill.	81	72	13.0	3
Unitros S.A.	Madrid	3,678.8	3,319.0	11.0	32,030.3	28,674.0	399.000.0	3.47 bill.	93	90	3.0	3
Interalas D'Arcy-MacManus & Masius	Madrid	3,547.0	2,075.0	71.0	24,492.0	12,502.0	384,700.0	2.66 bill.	72	72	—	4
Young & Rubicam Espana	Madrid	3,086.0	2,418.0	28.0	20,586.0	16,219.0	335,484.0	3.71 bill.	71	72	(1.0)	1
Tandem/DDB S.A.	Madrid	3,015.0	2,628.0	15.0	20,127.0	17,518.0	327,000.0	2.18 bill.	69	61	13.0	2
Bassat, Ogilvy & Mather S.A.	Barcelona	2,625.9	1,899.4	38.0	17,529.6	12,669.1	284,809.2	1.9 bill.	58	47	23.0	2
Leo Burnett	Madrid	2,222.0	1,632.0	36.0	14,821.0	10,885.1	241,000.0	1.61 bill.	52	36	44.0	1
Danis/Benton & Bowles S.A.	Barcelona	2,074.5	1,631.9	27.0	17,057.0	13,525.7	225,000.0	1,85 bill.	60	61	(2.0)	2
Arce/Foote,Cone & Belding	Madrid	2,071.7	1,875.3	10.0	13,818.0	12,508.1	224,693.0	1.5 bill.	60	67	(10.0)	2
GDD Ayer S.A.	Barcelona	1,876.4	1,401.4	34.0	12,515.8	9,347.6	203,518.0	1.36 bill.	30	27	11.0	2
Los Tiroleses S.A.	Madrid	1,809.0	2,037.6	(11.0)	17,167.6	16,937.1	196,200.0	1.9 bill.	32	32	—	—
Publinsa K&E	Madrid	1,530.0	1,190.7	28.0	9,000.0	7,938.1	165,943.6	976,138.8	33	33	—	1
BCK Servicios de Comunicacion	Barcelona	1,450.0	1,190.0	22.0	11,250.0	9,160.0	151,844.0	1.22 bill.	21	15	40.0	2
Ted Bates Espana	Madrid	1,297.3	1,214.3	7.0	8,342.3	7,955.0	140,700.0	904,800.0	42	46	(9.0)	1
Danis/Benton & Bowles S.A.	Madrid	1,244.7	1,088.0	14.0	8,943.4	6,702.9	135,000.0	970,000.0	34	33	3.0	1
TAPSA-Tecnicos Asociados de Publicidad	Madrid	1,101.8	723.8	52.0	7,459.0	5,163.2	119,500.0	809,000.0	27	24	13.0	1
Compton S.A.	Madrid	1,081.7	933.4	16.0	7,211.4	7,372.2	117,300.0	782,150.0	—	34	—	2
TBWA Spain	Madrid	1,065.0	726.1	47.0	7,104.0	4,840.5	115,510.0	770,499.0	30	20	50.0	1
Grey Espana	Madrid	824.3	352.2	134.0	5,496.0	2,349.0	89,400.0	596,000.0	20	17	18.0	1
Intermarco/MMLB Internacional SA	Madrid	710.0	307.0	131.0	4,755.0	1,871.0	76,962.0	515,706.0	14	12	17.0	2
Ogilvy & Mather Direct, S.A. (Spain)	Barcelona	409.9	227.1	81.0	2,734.3	1,514.4	44,462.1	296,562.0	9	8	13.0	1
Sri Lanka												
Grant/Kenyon & Eckhardt (Sri Lanka)	Colombo	251.0	137.9	82.0	1,476.5	919.1	SLr4,910.0	SLr28,882.4	—	91	—	1
Sweden												
Anderson & Lembke	Stockholm	7,553.9	6,865.4	10.0	54,449.4	49,536.0	SKr46.600.0	SKr335,900.0	170	160	6.0	6
Ted Bates A/B	Stockholm	6,816.5	6,140.0	11.0	22,736.0	20,568.0	42,051.0	140,257.0	137	137	—	3
AB Ervaco	Stockholm	6,663.9	6,367.3	5.0	44,450.0	42,470.2	41,110.0	274,200.0	160	157	2.0	—
Annonsbyran Svea AB	Stockholm	5,848.6	5,306.7	10.0	54,519.1	48,305.3	36,080.0	336,330.0	161	158	2.0	1
Nordstrom-Grey AB	Stockholm	5,384.5	4,910.0	10.0	38,260.0	34,786.0	33,217.0	236,025.0	110	101	9.0	6
Young & Rubicam AB	Stockholm	3,208.0	2,781.0	15.0	21,397.0	18,549.0	19,793.0	147,870.9	63	57	11.0	3
Ogilvy & Mather Group AB	Stockholm	2,851.0	3,336.0	(15.0)	20,043.0	25,586.0	17,585.0	123,646.0	68	75	(9.0)	4
Hanser, Larsson & Rostlund/BBDO	Stockholm	2,810.0	2,144.1	31.0	18,733.4	14,294.0	17,335.0	115,566.7	45	45	—	1
AB Lintas Annonsbyra	Stockholm	2,745.0	2,626.0	5.0	22,430.0	20.051.0	16,936.0	138,382.0	49	55	(11.0)	2
Intermarco-Farner AB	Stockholm	2,652.4	2,096.0	27.0	17,692.0	13,978.0	16,363.0	109,141.0	48	48	—	3
Blomquistbyraerna AB	Stockholm	1,945.2	—	—	14,302.0	—	12,000.0	88,228.0	47	46	2.0	2
Annonsbyran Landia AB	Stockholm	1,801.0	1,725.0	4.0	14,307.0	14,446.0	11,113.0	88,282.0	45	48	(6.0)	1
Norman, Craig & Kummel	Stockholm	1,800.0	1,311.7	37.0	12,000.0	8,744.6	11,104.2	74,028.0	—	25	—	—
D'Arcy-MacManus & Masius	Stockholm	1,669.0	1,491.5	12.0	16,252.0	14,908.0	10,293.0	100,261.0	40	43	(7.0)	1
Falk & Pihl/Doyle Dane Bernbach	Stockholm	1,586.0	1,352.0	17.0	10,578.0	9,017.3	9.783.0	65,253.0	20	24	(17.0)	1
AB Tornbloms Annonsbyra	Stockholm	1,560.0	2,100.0	(26.0)	10,400.0	14,000.0	9,650.0	64,365.0	36	52	(31.0)	1
McCann-Erickson AB	Stockholm	1,514.0	1,640.1	(8.0)	10,098.5	10,939.6	9,340.0	62,298.0	39	40	(3.0)	1
J. Walter Thompson AB	Stockholm	1,415.5	1,247.8	13.0	8,809.0	8,323.2	8,732.0	54,343.0	24	24	—	1
FCB & Partners	Stockholm	1,103.1	740.5	49.0	7,357.6	4,939.0	6,805.0	45,389.0	16	19	(16.0)	1

FOREIGN AGENCY INCOME

Agency	City	Gross income 1982 $(000)	Gross income 1981 $(000)	Increase/ (decrease) %	Billings 1982 $(000)	Billings 1981 $(000)	Gross income 1982 Foreign currency	Billings 1982 Foreign currency	Number of employes 1982	Number of employes 1981	Increase/ (decrease) %	Offices
Perceptum Information AB	Stockholm	849.0	1,526.5	(44.0)	4,796.7	7,373.4	5,237.7	29,591.0	20	20	—	1
AB Gothus Annonsbyra	Gothenburg	789.3	723.8	9.0	5,264.4	4,827.6	4,869.0	32,476.2	21	18	17.0	1
Marsteller Scandinavia AB	Stockholm	738.4	546.0	35.0	4,924.9	3,639.3	4,555.0	30,381.9	—	—	—	1
Nedeby Ayer	Stockholm	736.6	579.8	27.0	6,741.4	4,162.9	4,544.9	41,588.1	15	13	15.0	1
DFS Pihlstrom AB	Stockholm	577.0	649.0	(11.0)	4,157.0	4,329.7	3,559.0	25,647.0	11	21	(48.0)	1
Dahlback & Berglund AB	Stockholm	539.0	554.4	(3.0)	1,417.2	1,433.8	3,324.0	8,743.0	16	15	7.0	1
Springfeldt & Co.	Vasteras	500.0	—	—	4,200.0	—	3,084.5	25,909.8	—	—	—	1
IMAA/AB Olof Isacsons Advertising	Gothenburg	403.8	388.8	4.0	2,693.6	2,593.6	2,491.3	16,617.0	20	23	(13.0)	1
Switzerland												
Adolf Wirz Inc.	Zurich	4,921.3	4,510.8	9.0	32,840.0	31,030.0	SF9,950.0	SF66,380.0	61	63	(3.0)	4
GGK Basel Werbeagentur	Basel	4,228.8	4,226.9	0.04	28,192.2	28,192.2	8,550.0	57,000.0	62	72	(14.0)	2
Gisler & Gisler Ltd.	Zurich	4,188.3	4,074.0	3.0	27,936.0	27,173.3	8,468.0	56,482.0	77	77	—	2
Advico AG	Gockhausen/Zur.	4,085.4	3,744.1	10.0	27,252.5	24,973.3	8,260.0	55,100.0	63	63	—	1
Dr. Rudolf Farner Werbeagentur	Zurich	4,021.1	3,893.0	3.0	26,807.3	25,967.0	8,130.0	54,200.0	68	67	1.0	1
Doyle Dane Bernbach AG	Zurich	3,450.0	2,969.1	16.0	23,011.0	19,806.0	6,975.0	46,524.0	54	56	(4.0)	1
McCann-Erickson Europe	Geneva/Zurich	3,022.0	2,800.0	8.0	20,157.0	18,676.0	6,109.0	40,747.0	54	51	6.0	2
Marsteller International S.A.	Geneva	2,621.0	2,518.0	4.0	17,481.3	16,791.9	5,299.0	35,344.3	—	—	—	1
Lintas AG	Zurich	2,605.0	2,449.0	6.0	17,368.0	16,324.0	5,267.0	35,116.0	42	46	(9.0)	1
CSWH Univas	Zurich/Bienne	2,344.4	2,529.0	(7.0)	15,629.0	16,868.0	4,740.0	31,600.0	50	55	(9.0)	2
Marsden Hartmann/NCK	Zurich	2,175.0	1,788.6	22.0	14,500.0	11,923.8	4,397.9	29,319.0	—	18	—	—
Seiler Zurich Werbeagentur	Zollikerberg	2,136.7	2,009.6	6.0	14,244.5	13,381.9	4,320.0	28,800.0	35	—	—	1
Zutter Sommer Marketing AG	Basel	2,084.7	1,852.3	13.0	13,905.2	12,336.3	4,215.0	28,114.0	25	25	—	1
Schellenberg, Ogilvy & Mather AG	Zurich	2,062.0	2,266.8	(9.0)	13,743.0	14,946.8	4,168.0	27,787.0	31	35	(11.0)	1
Dieter Jaeggi AG	Bern/Zurich	1,899.3	1,825.1	4.0	12,661.8	12,117.7	3,840.0	25,600.0	36	—	—	—
Young & Rubicam	Bern	1,884.0	1,854.0	2.0	12,567.0	12,366.0	3,806.0	25,408.0	41	37	11.0	2
J. Walter Thompson AG	Zurich	1,860.7	1,769.0	5.0	12,404.6	11,617.2	3,762.0	25,080.0	29	27	7.0	1
Kloeti Werbeagentur	Zurich	1,756.3	1,710.8	3.0	9,932.2	9,694.2	3,551.0	20,063.2	27	28	(4.0)	1
Barlogis und Jaeggi	Zurich	1,706.4	1,587.7	7.0	13,008.0	12,266.1	3,450.0	26,300.0	17	—	—	1
Unicom	Geneva	1,706.4	1,582.7	8.0	11,425.3	10,559.7	3,450.0	23,100.0	41	39	5.0	2
TBWA Switzerland	Zurich	1,700.0	2,225.7	(24.0)	11,339.0	14,838.0	3,437.0	22,926.0	28	37	(24.0)	1
Bureau d'Etudes Publicitaires	Lausanne	1,548.0	1,305.0	19.0	11,040.0	9,140.0	3,129.0	22,321.0	23	23	—	1
D'Arcy-MacManus & Masius	Zurich	1,313.0	1,276.0	3.0	8,754.0	8,507.0	2,655.0	17,700.0	20	22	(10.0)	1
Creative Collaboration-Grey S.A.	Geneva	883.0	928.0	(5.0)	5,890.0	6,190.0	1,785.0	11,906.0	16	12	33.0	1
Kenyon & Eckhardt S.A.	Geneva	750.0	495.0	52.0	5,000.0	3,400.0	1,500.0	10,000.0	10	8	25.0	1
Agency Pubaco	Bienne	400.0	300.0	33.0	2,550.0	1,750.0	800.0	5,100.0	12	13	(8.0)	1
Rogivue Consulting, Advertising and Marketing	Zurich	60.0	65.6	(8.0)	389.3	437.7	121.3	787.0	2	2	—	1
Taiwan												
Eastern Advertising	Taipei	957.1	864.2	11.0	6,255.6	5,611.8	NT$36,811.8	NT$240,600.0	80	78	3.0	2
Cambridge Advertising Co.	Taipei	773.6	623.2	24.0	4,047.4	3,568.9	29,753.8	155,668.1	43	39	10.0	1
United Communications	Taipei	712.4	296.4	140.0	4,308.2	1,778.1	27,400.0	165,700.0	33	31	6.0	1
Thailand												
SSC&B:Lintas Thailand	Bangkok	3,304.3	2,782.5	19.0	20,308.0	17,666.0	Bht66,085.0	Bht462,394.0	127	119	7.0	3
Ogilvy & Mather (Thailand)	Bangkok	1,876.1	1,756.5	7.0	11,375.2	10,838.8	42,637.6	261,629.9	113	107	6.0	1
Ted Bates	Bangkok	1,650.0	1,350.0	22.0	11,000.0	9,000.0	33,000.0	220,000.0	98	91	8.0	1
McCann-Erickson (Thailand)	Bangkok	1,500.9	1,335.2	12.0	9,011.0	8,017.0	30,017.0	200,213.0	79	77	3.0	1
Leo Burnett	Bangkok	1,367.1	1,087.5	26.0	9,118.0	7,253.0	27,341.0	182,364.0	—	—	—	1
Chuo Senko (Thailand)	Bangkok	1,203.8	1,146.4	5.0	8,228.9	7,642.9	24,075.2	164,578.4	39	35	11.0	1
Kenyon & Eckhardt (Thailand)	Bangkok	668.6	579.8	15.0	3,902.6	3,355.4	13,371.9	89,759.1	52	50	4.0	1
Amex & Grey Advertising	Bangkok	457.2	390.7	17.0	2,655.0	2,268.0	9,143.0	60,984.0	48	43	12.0	1
Meridian Advertising	Bangkok	420.9	282.8	49.0	2,697.1	1,975.9	9,565.4	62,034.4	21	12	75.0	1
Thai Image Advertising	Bangkok	324.1	190.3	70.0	2,740.6	1,637.4	6,481.0	54,811.0	40	26	54.0	1
Redford International	Bangkok	226.0	59.2	281.0	1,486.1	448.9	5,136.3	34,259.1	25	21	19.0	1
Trinidad												
McCann-Erickson (Trinidad)	Port of Spain	1,733.1	1,267.4	37.0	11.559.0	8,451.0	T$4,161.0	T$27,754.0	71	68	4.0	—
Corbin Compton Ltd.	Port of Spain	914.3	747.6	22.0	5,927.3	5,590.2	2,195.3	14,231.3	46	44	5.0	—
Norman, Craig & Kummel	Port of Spain	900.0	843.4	7.0	6,000.0	5,622.8	2,160.0	14,400.0	NA	28	—	1
Kenyon & Eckhardt/Caribbean Advertising	Port of Spain	491.9	411.0	20.0	3,308.7	2,741.7	1,181.0	7,944.1	27	24	13.0	1
Beston/Benton & Bowles Ltd.	Port of Spain	338.5	232.7	45.0	1,457.8	1,002.1	812.7	3,500.0	15	17	(12.0)	1
Turkey												
Manajans	Istanbul	4,032.2	3,503.5	15.0	15,019.7	14,160.5	TL633,000.0	TL2.36 bill.	100	98	2.0	—
Reklam Moran	Istanbul	904.0	611.5	48.0	6,357.3	4,624.6	141,822.0	998,000.0	49	51	(4.0)	1
Rota Advertising Ltd.	Istanbul	847.2	439.5	92.0	5,659.9	2,930.0	133,000.0	888,525.0	—	29	—	3
Birlesik Reklam	Istanbul	834.5	467.5	78.0	5,565.9	3,118.3	131,000.0	873,770.0	30	26	15.0	1
Yaratim Reklam	Istanbul	245.2	159.3	54.0	1,662.6	974.6	38,500.0	261,000.0	18	12	50.0	1
Fulmar Reklam	Istanbul	203.5	191.1	6.0	1,356.8	1,274.0	31,940.0	213,000.0	20	22	(9.0)	1
Uruguay												
Grey, Casares, Vernazza y Asociados	Montevideo	461.8	653.6	(29.0)	3,080.0	3,702.9	Ps5,732.7	Ps38,237.3	19	27	(30.0)	1
McCann-Erickson (Uruguay)	Montevideo	460.4	436.4	5.0	3,071.0	2,910.9	5,716.0	38,126.0	13	16	(11.0)	1
J. Walter Thompson Uruguaya	Montevideo	307.7	351.4	(12.0)	2,049.1	2,342.4	3,820.0	25,439.3	12	12	—	1
Venezuela												
J. Walter Thompson de Venezuela	Caracas	9,581.5	7,956.4	20.0	70,898.6	60,287.9	Bs41,157.5	Bs304,547.1	116	116	—	1
Corporacion Publicitaria Nacional CORPA	Caracas	8,846.6	6,927.1	28.0	57,753.8	46,183.2	38,000.7	248,083.3	134	140	(4.0)	5
Leo Burnett Venezuela	Caracas	4,323.1	3,871.0	12.0	28,835.0	25,820.0	18,570.0	123,862.0	73	64	14.0	1
Publicidad Siboney	Caracas	3,300.0	2,100.2	57.0	22,000.0	13,982.0	14,176.8	94,512.0	—	—	—	1
Grey Advertising de Venezuela	Caracas	2,470.1	2,538.4	(3.0)	16,475.2	16,931.1	10,610.2	70,770.0	54	60	(10.0)	1
International Marketing Communications	Caracas	2,351.3	1,997.4	18.0	12,175.4	10,453.0	10,100.0	52,300.0	46	48	(4.0)	1
J.M.C. Creatividad Orientada	Caracas	2,055.0	1,747.3	18.0	13,720.0	11,628.0	8,836.5	58,996.0	36	30	20.0	2
Blanco Uribe/FCB Publicidade	Caracas	1,333.1	—	—	8,891.8	—	5,726.4	38,195.1	32	—	—	1
AW/Compton	Caracas	977.8	761.1	28.0	5,922.6	4,490.3	4,200.0	25,440.8	19	15	27.0	1
Zambia												
McCann-Erickson (Zambia)	Lusaka	559.0	405	38.0	3,729.0	2,701.0	Zk473.0	Zk3,155.0	16	14	14.0	1
Zimbabwe												
Michael Hogg D'Arcy-MacManus & Masius	Harare	1,173.6	1,007.9	16.0	7,679.0	6,540.2	Z$868.0	Z$5,446.0	60	61	(2.0)	1
Lintas (Zimbabwe)	Harare	965.3	847.8	14.0	6,026.0	5,268.0	715.0	4,558.0	43	46	(7.0)	1

Meyer on Promotions

By Ed Meyer

How to 'play the angles' and win

Promotion planners are getting smarter. That's the main point that evolved from our evaluation of over 6,900 different promotions run in 1982.

The fsi or fsci—or just plain free-standing insert—continued to emerge during 1982 as the fastest growing coupon delivery vehicle. According to the Dancer Fitzgerald Sample's "Promotion Review," a monthly market-by-market report of promotion activities in 24 major categories, the free-standing insert, representing 33% of all coupons delivered, increased its share of usage by 75% in 1982, clearly making it the second most popular couponing technique behind run-of-press newspaper coupons.

The continued growth of the free-standing insert is but one of several changes that developed during 1982, a year in which several trends recognized in 1981 continued to play important roles in manufacturers' promotional plans. Each trend represents a much wiser use of promotion techniques than previously seen.

Here are the highlights found in a review of 6,970 different programs in all media and retail outlets (point of sale/on-package) in 24 different product categories in six major U.S. markets.

• **Media-delivered coupons.** As already noted, fsi accounted for a third of all media-delivered coupons in 1982 (the addition of a Best Foods Day fsi should increase this number significantly during 1983). In addition, we found a substantial increase in the use of magazines as a couponing vehicle. The reason for this is not clear, but perhaps the magazine co-op couponing vehicles, like thematics, are beginning to establish themselves as an efficient method for attractively delivering a coupon to targeted consumers.

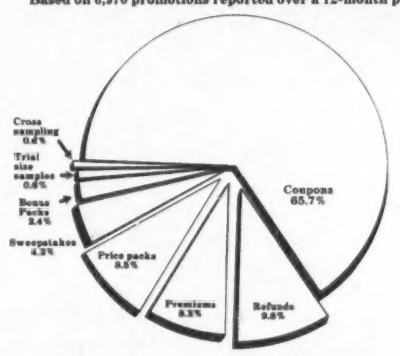
Ed Meyer is director of promotion services with Dancer Fitzgerald Sample, New York.

• **On-pack coupons.** The instant coupon continues to be used as an immediate reward device. We found a 70% increase in its use in the past year. Also, the on-pack coupon, because of its efficient delivery costs, continues to be more popular than the in-pack coupon.

• **Refunds.** The use of coupons in place of cash for media-delivered refunds continues to grow. Marketers simply see the great value in offering larger monetary savings at less cost (the coupons come back in sales) through multiple coupon refunds. On the other hand, cash, because of its brand-switching appeal, continued to be the most popular on-package refund offer, which certainly makes a lot of sense.

1982 summary of promotions

Based on 6,970 promotions reported over a 12-month period



Source: Dancer Fitzgerald Sample monthly consumer promotion reports, 1982

• **Sweepstakes/games.** Perhaps it's during the difficult economic times when consumers look to hit a sudden jackpot or search for dream vacations to transport them from everyday problems to paradise. In any case, sweepstakes and their new exciting offshoot, games, seem to have become increasingly popular in 1982. In the review, we found a 40% increase in the use of sweepstakes and games over the previous year.

Games in particular have made a real impact on the product package because they can be used to create excitement and brand switching opportunities at the point-of-sale. We found a 24% increase in their use in 1982 vs. 1981. The question now is whether the market is being saturated with games and consumers will become leary of them. Only time will tell.

As in 1981, the top prizes for sweepstakes and games depended on the media used to present the production. When delivered in print media, cash and vacations ranked equally as high as top prizes, with automobiles a very distant third. However, again as in 1981, cash, the motivating brand switcher, ranks No. 1 as an on-package prize inducement.

• **Premiums.** The most significant finding in 1982 was the growing request by marketers for postage and handling money when offering free-in-mail premiums in both media and on the package. We understand that this change hasn't made a bit of difference in the consumer's response, as long as the number of proofs required is realistic.

As reported last year, self-liquidators, the premium that thrives in dire economic times (it costs nothing) and which is an excellent dealer loader for gaining displays, continued to be heavily used.

• **Price packs/bonus packs.** Here again, the economic environment breeds certain types of promotions. The bonus pack, which offers consumers more free products, was up 14% over 1981.

What does this all mean? Simply that the people planning promotions are beginning to "play the angles" better. In most of the areas discussed, attempts toward smarter use of promotion planning were evident. Marketers are being cleverer in using their promotion funds to create more efficient and effective impact with consumers. That's progress.

Parting Shot

By Rance Crain

I'm not sure which slogan is more insistent—"Coke is It!" or "Pepsi Now!" But I do know Pepsi-Cola's latest effort will do nothing to slow the momentum of the Coke campaign.

Pepsi has been hoisted by its own petard. After all, it invented the emotional pitch glorifying the consumers who gulp down the product. Ever since the "Pepsi Generation" ads started more than 20 years ago, Pepsi built momentum with well executed variations of the theme.

I am an unabashed and unapologetic exponent of consistency. BBDO, Pepsi's agency, has stayed with "Ring around the collar" through thick and thin for Wisk liquid and made it the biggest selling detergent in the entire Unilever empire, but what do you do if someone else comes in and does a better job at your own game?

The only thing you *can* do, it seems to me, is to switch strategies or else run the risk of being drowned in a sea of soda suds. Seven-Up, when it was bought by Philip Morris Inc., tried the emotional appeal with "America is turning 7UP" but got nowhere until it started playing up the product-oriented, no-caffeine approach.

Now, I note, Coca-Cola's own Sprite, the 7UP lookalike, has adopted a no-caffeine tag to its tv commercials.

Pepsi, of course, does have one very effective tactical weapon in its arsenal—the "Pepsi Challenge" promotion. Coke has never figured out how to handle that particular onslaught, and the "Challenge" ads drove the boys from Atlanta bananas. Pepsi could—and should—play that card on a hit-and-run basis until it can come up with another long-range strategy to replace "Pepsi Generation."

I'm not in any way minimizing the enormousness of that task, but I don't see any alternative. The Pepsi flagship brand is very vulnerable right now, and the new campaign is even worse and less memorable than the previous "Pepsi's got your taste for life." I noticed that after the "Taste for life" tv commericals hit the airwaves, they didn't get heavy play after a while; maybe both Pepsi and its bottlers were embarrassed by their lack of punch and direction, although the "Taste" theme actually makes sense.

But Pepsi probably won't change its course of action and will keep trying to conjure up ever more heart-tugging vignettes and pulse-pounding music. There are big egos involved here, remember. Phil Dusenberry, who was profiled in these pages several weeks ago, is the kingpin on the Pepsi account at BBDO, and his former boss John Bergin is the honcho at McCann-Erickson, Coke's agency.

We quoted Mr. Bergin as saying he thought the Pepsi "Taste for life" stuff was "kind of pallid" next to "Coke is It!" "I've said it over and over again—Phil Dusenberry is better than that."

John Bergin, evidently, is very good at goading his old employe into trying to surpass the Coke campaign. And maybe he will—but not by resurrecting the tired images and emotional cliches of yesteryear.

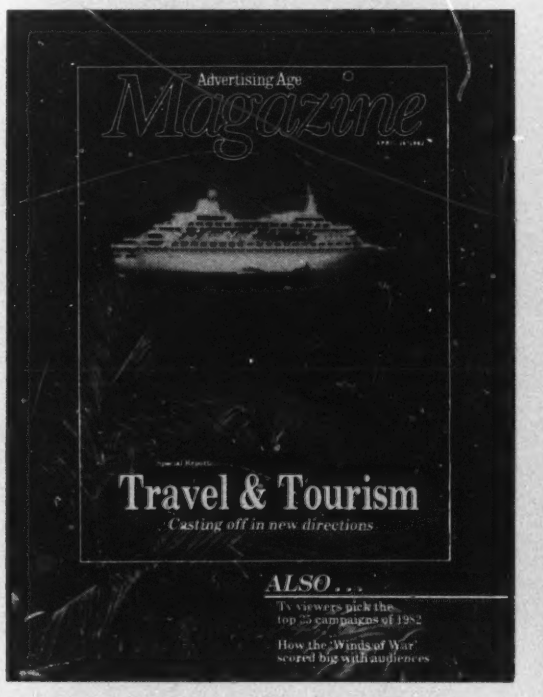
The "Pepsi Challenge" ads show that Pepsi has one whopping advantage over Coca-Cola—taste. The ads probably inspired Burger King to mount a challenge of its own against McDonald's, and its "Flame-broiling vs. frying" comparison created a short-run sensation.

But now the biggest challenge facing both Pepsi-Cola and Burger King is to translate the tactical advantages won by the "Challenge" and "flame-broiling" promotional thrusts into permanent advances. It won't be easy: They have both allowed their chief competitors to gather a momentum that will be hard to reverse.

Leo Burnett USA's McDonald's campaign wears well and seems to be building—I especially like the one where the guy can't make up his mind what to order. And, similarly, "Coke is It!" goes down easy; I always enjoy hearing the jingle, but then I still like the Royal pudding radio jingle of 30 years ago ("Rich rich rich with flavor, smooth smooth smooth as silk. More food energy than sweet fresh milk."). Which I note they are half-way reviving for tv commercials.

The message for Pepsi-Cola, then, is clear: It's time to start saying something about the product and not just about the people who drink it.

Next week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TV viewers pick the top 25 campaigns of 1982
How the 'Winds of War' scored big with audiences

Travel and Tourism: There's still a market for a week at the shore. There's also a market for a hike in Asia, a body-building program in California and two weeks with a tin cup and a tarp anywhere. The travel market has changed dramatically over the years. And the travel industry is running (jogging?) fast to keep up with it all.

What were the most remembered television campaigns of 1982? Each year for the past six years, Video Storyboard Tests has sampled groups of tv viewers to find out what commercials they recall from their tv watching. Many of this year's 25 are favorites from earlier years, but this year some some new commercials joined the lineup.

Leading gainers, losers in 1982 tv spending

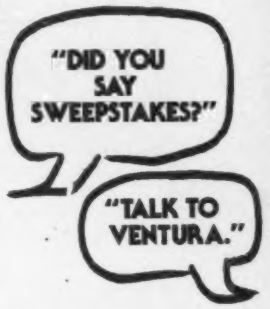
Top ten who boosted tv ad spending

Advertiser	Per cent change	1981 tv spending	1982 tv spending
1. *National Enquirer*	+2,587.6	$1,104.5	$29,685.3
2. Coleco Industries	+231.8	$7,563.9	$25,101.3
3. Toyo Kogyo (Mazda)	+116.1	$17,323.9	$37,446.5
4. IBM	+106.8	$16,455.9	$34,042.7
5. Mattel	+90.2	$42,023.1	$79,962.9
6. Campbell Soup	+76.7	$32,916.3	$58,170.0
7. Cosmair	+75.1	$12,291.0	$21,527.5
8. American Airlines	+72.4	$13,409.9	$23,124.7
9. Honda Motors	+69.9	$22,798.1	$38,751.4
10. Warner Communications	+68.0	$63,914.4	$107,419.0

Top ten who cut tv ad spending

Advertiser	Per cent change	1981 tv spending	1982 tv spending
1. RCA Corp.	−41.8	$ 48,064.2	$ 27,931.7
2. Mobil Corp.	−32.5	$ 44,896.0	$ 30,297.9
3. Stroh Brewery	−32.0	$ 44,325.1	$ 30,137.7
4. Richardson-Vicks	−24.4	$ 82,396.4	$ 62,251.4
5. Morton Thiokol	−22.1	$ 32,676.6	$ 25,438.9
6. General Electric	−17.0	$ 38,873.3	$ 32,233.5
7. Pabst Brewing	−14.2	$ 30,010.7	$ 25,720.1
8. Chesebrough-Pond's	−13.8	$ 59,346.0	$ 51,155.6
9. Gulf + Western	−10.0	$ 50,581.9	$ 45,512.0
10. General Foods	− 7.6	$328,312.7	$301,151.9

All dollar figures in thousands. Source: Television Bureau of Advertising, Broadcast Advertisers Reports and Advertising Age



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Tv spending in '82 soars to $9.5 billion

By CRAIG REISS

NEW YORK—Tv advertising spending in 1982 topped $9.5 billion, a gain of $1.1 billion, or 13.4%, over the 1981 level.

Home electronics and computer advertisers registered the biggest percentage increases in tv ad spending at 302% and 245%, respectively, while food and food products continued as the largest single tv advertising category at $1.6 billion.

These findings come from the latest Broadcast Advertisers Reports data, as analyzed by the Television Bureau of Advertising.

Among the top 100 tv advertisers, 17 showed a decline in total tv ad spending. Eight others registered little or no increases in spending, while 75 increased their tv ad budgets 5% or more.

The biggest individual increase in tv spending came from the *National Enquirer*, which, according to the TvB/BAR data, spent 2,587.6% more in tv in '82 than in '81. Most of the increase resulted from the launch of a network tv campaign that TvB/BAR estimated at $27.5 million.

Among the top 20 tv advertisers, the only ones showing spending declines were General Foods, down 7.6% to $301.2 million, and Bristol-Myers, down 2.6%. Bristol-Myers, however, denies the accuracy of the BAR figures, stating instead that its tv spending last year was up about 10%.

Warner Communications, sparked by the heavy spending of its Atari subsidiary, showed a 68% increase to $107.4 million, moving up to 20th place in tv advertisers. Of the top 20 tv advertisers, Anheuser-Busch had the next-highest percentage increase last year, rising 36.1% to $143.1 million.

Network tv spending was up 11.4%, reaching total spending of $6.2 billion. The increase was slightly below the percentage increase in network tv prices in general, although these ad rates fluctuated greatly and the largest increases were realized for only the second half of the year.

National, regional and local spot

videotech

tv advertising rose about $500 million, or 17.4%, to $3.3 billion. The increase came despite decreases in spot tv spending by 20 of the top 100 tv advertisers. In network tv, 28 of the top 100 also cut their budgets from the '81 figure.

In computer-advertiser spending, IBM registered the largest tv ad budget (its computers alone) last year at $19.7 million, more than doubling the '81 level. Commodore was second at $14.1 million, with Atari's computer division third at $11.6 million.

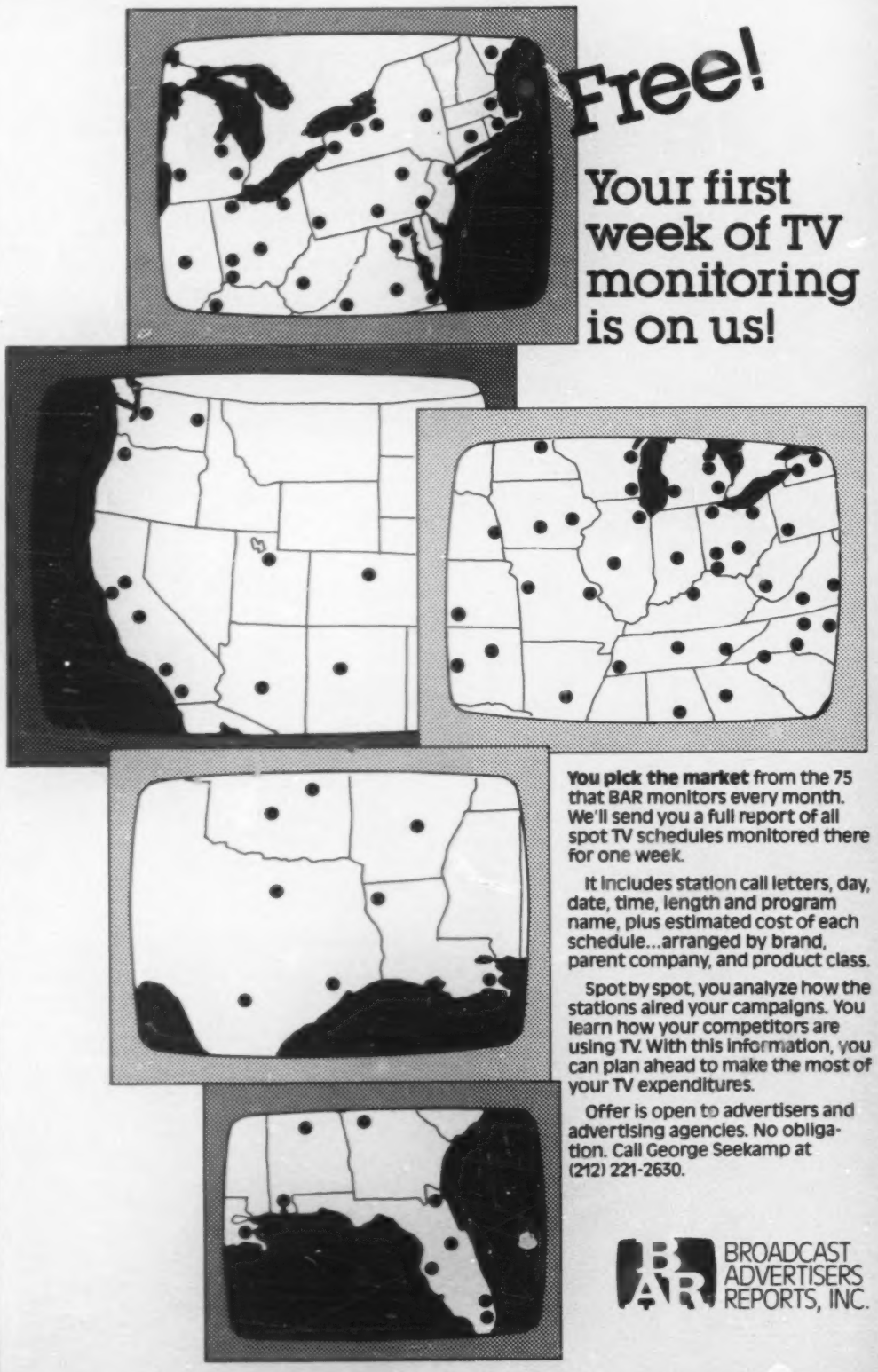
Other categories showing major increases in spending were air freight, up 107% to $64.3 million; travel, hotels and resorts, up 52% to $194.2 million, and publishing and media, up 46% to $172.9 million.

In addition to the *National Enquirer*, four other advertisers were new to the top 100 list: Coleco Industries, $25.1 million; Dr Pepper, $22.3 million; MGM/UA Entertainment, $21.8 million, and Cosmair, $21.5 million.#

Leipzig consultancy opens

MERRICK, N.Y.—Jay Leipzig, previously a partner in the defunct Music Agency, New York, has opened his own pr, advertising and marketing consultancy located at 2092 Cameron Ave., 11566.

Since folding the agency last year, Mr. Leipzig has been working on special projects for United Artists Music, Big 3 Music and MGM/UA Home Video.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ad linage

Advertising pages for U.S., Canadian, and foreign consumer publications—*April*

	Current month 1983	1982	Year-to-date 1983	1982
— Art & antiques —				
American Artist	50.9	53.5	203.9	213.9
Antiques	128.2	145.5	552.5	627.2
Art & Antiques (6X)	—	—	136.4	114.5
Art in America (11X)	140.9	111.6	422.9	451.8
Portfolio (6X)	—	—	125.8	127.8
Southwest Art	84.4	111.6	374.9	432.7
Total Group	**404.4**	**422.2**	**1,816.4**	**1,967.9**
% change	**–4.2%**		**–7.7%**	
— Auto/cycle/rec. vehicles —				
AutoWeek	112.9	133.7	448.2	503.0
Car & Driver	97.7	83.0	290.7	296.5
Car Collector & Car Classics	25.6	20.7	86.7	86.9
Car Craft	82.2	93.7	274.7	275.4
Cycle	106.9	129.6	303.4	376.4
Cycle Guide	65.2	91.1	199.8	252.0
Cycle World	80.3	108.7	247.3	304.9
Dune Buggies & Hot VWs	61.8	50.2	235.9	195.3
Family Motor Coaching	106.1	102.5	452.3	380.9
4 Wheel & Offroad	67.4	53.2	224.6	160.8
Four Wheeler	40.6	29.0	144.9	104.5
Hot Rod	73.6	78.4	216.7	218.0
Motorcyclist	55.1	88.0	183.5	247.0
Motor Trend	61.4	66.2	212.2	208.4
Motorhome	73.3	82.8	147.1	211.4
Pickup, Van & 4 WD	33.5	24.4	117.5	94.9
Road & Track	113.2	97.4	356.4	334.4
3 Wheeling	28.8	23.4	97.6	72.0
Trailer Life	112.8	118.3	400.6	391.8
Total Group	**1,398.4**	**1,474.3**	**4,840.1**	**4,714.5**
% change	**–5.1%**		**–1.6%**	
— Boating & yachting —				
Boating	132.5	137.3	466.9	516.6
Chesapeake Bay	31.3	28.0	108.5	100.2
Cruising World	159.9	139.5	545.4	508.0
Lakeland Boating	54.1	32.6	115.2	100.6
Motor Boating & Sailing	154.2	148.6	633.2	623.5
Rudder	22.9	29.8	96.9	99.9
Sail	127.3	150.6	479.2	649.4
Sea & Pacific Skipper	80.0	82.6	303.6	312.5
Trailer Boats	31.1	42.3	107.0	116.8
Western Boatman	19.1	—	39.1	—
Yachting	149.6	178.7	638.3	790.1
Total Group	**962.0**	**970.0**	**3,565.3**	**3,817.6**
% change	**–0.8%**		**–6.6%**	
— Canadian —				
L'Actualite	57.9	74.8	175.7	209.8
Chatelaine:				
English Edition A.	102.5	98.2	342.6	322.9
French Edition	96.1	85.8	308.2	266.1
Financial Post Magazine A.	46.0	40.7	135.5	142.9
Flare A.	67.0	60.4	174.4	159.4
Homemaker's Magazine	69.4	82.7	244.8	258.8
Madam Au Foyer	57.8	70.5	195.8	196.0
Macleans (52X) A.	131.4	130.8	365.0	441.9
Quest Magazine (8X) A.	48.4	69.5	96.9	128.6
Reader's Digest:				
Canadian-English A.	84.9	104.6	293.7	317.0
Canadian-French A.	78.5	90.9	263.4	318.2
Toronto Life	110.0	130.0	322.0	373.0
Total Group	**949.9**	**1,038.9**	**2,918.0**	**3,134.6**
% change	**–8.6%**		**–6.9%**	
— Civic/fraternal —				
American Legion	26.6	31.6	135.7	146.7
Elks Magazine (10X)	23.0	18.1	115.2	98.8
Kiwanis Magazine	11.0	12.8	61.7	52.3
Lion (10X)	3.3	4.3	21.8	22.0
Moose Magazine	26.0	28.0	82.0	90.0
Rotarian	10.0	9.4	50.8	53.7
V.F.W. (10X)	30.0	24.5	138.4	114.8
Total Group	**129.9**	**128.7**	**605.6**	**578.3**
% change	**+0.9%**		**+4.7%**	
— Comics —				
Archie Comic Group (6X)	10.0	10.0	20.0	20.0
DC Comics	6.5	7.0	32.5	28.0
Marvel Comics Group	9.0	10.0	39.0	40.0
Total Group	**25.5**	**27.0**	**91.5**	**88.0**
% change	**–5.6%**		**+4.0%**	
— General —				
American Forests	8.0	7.7	43.5	45.8
American West (6X)	—	—	51.7	44.2
The Atlantic A.	42.5	32.1	160.2	95.7
Audubon Magazine (6X)	—	—	71.1	63.8
Bon Appetit A.	82.2	81.3	300.7	295.4
Changing Times	42.8	38.2	153.3	143.1
Cuisine Magazine	40.3	47.1	131.0	161.8
Ebony	92.0	90.5	334.1	303.2
Fifty Plus	31.3	25.1	112.3	120.1
Food & Wine	34.6	31.2	132.0	90.5
Games	23.5	—	113.5	—
Geo	28.1	18.1	111.4	72.1
Gourmet	81.6	78.9	259.6	249.2
Harper's Magazine A.	14.7	36.9	62.9	83.0
Let's Live	61.8	75.3	259.8	298.9
Life	50.5	43.3	208.3	196.9
Modern Maturity (5X)	40.4	35.5	81.0	68.7
Money	112.5	113.1	408.5	394.7
Moneysworth (4X)	—	12.9	34.6	62.1
Mother Earth News (6X)	58.9	55.1	121.2	106.2
Museum (6X)	21.0	54.0	45.0	92.0
National Geographic	30.1	29.3	105.4	88.1
Natural History	46.2	27.8	156.5	120.7
Prevention	73.9	64.4	295.5	278.8
Psychology Today	22.9	42.7	93.1	141.8
Reader's Digest A.	82.3	88.7	278.6	314.6
Saturday Evening Post (9X)	44.5	44.4	144.5	140.7
Signature	58.7	63.1	230.0	226.1
Smithsonian	71.1	80.1	297.8	303.3
Success	36.4	30.8	149.3	109.3
Town & Country	138.2	156.9	474.7	471.4
Travel/Holiday	49.2	75.2	193.5	228.9
Travel & Leisure	102.5	109.4	343.1	367.1
Video	60.3	54.6	253.8	204.1
Video Review	60.8	70.0	248.1	260.6
Writers Digest	22.6	21.3	96.6	96.9
Yankee	76.5	70.8	331.9	313.8
Total Group	**1,842.9**	**1,905.8**	**6,888.1**	**6,653.6**
% change	**–3.3%**		**+3.5%**	
— Home —				
Americana (6X)	—	—	70.8	62.0
Architectural Digest A.	145.3	143.8	456.2	458.4
Better Homes & Gardens	116.6	118.8	377.8	391.5
Colonial Homes (6X)	—	—	122.8	123.5
Country Journal	44.0	37.1	189.2	177.3
Country Living	50.0	39.7	184.4	108.2
Dallas/Ft. Worth Home & Garden	61.9	67.0	197.2	237.9
Early American Life (6X)	—	—	51.3	66.6
Family Food Garden (6X)	57.0	44.0	187.5	144.5
Family Handyman (10X) A.	89.3	73.3	289.7	275.6
Flower & Garden (6X)	49.0	56.1	102.2	118.2
Home	39.3	28.9	133.7	110.0
Homeowner's How To (6X)	—	—	70.1	55.3
Horticulture	32.2	29.9	146.4	134.5
House Beautiful	86.8	82.1	312.6	280.0
House & Garden	51.7	93.4	247.2	341.7
Houston Home/Garden	101.9	122.9	363.7	399.9
Metropolitan Home	63.3	65.3	218.1	230.5
New Shelter (9X)	40.3	30.5	182.7	155.3
1001 Home Ideas	33.0	38.2	124.4	108.2
Organic Gardening	75.5	66.0	359.9	327.4
Phoenix Home/Garden	51.1	54.2	180.2	197.9
San Diego Home/Garden	55.0	52.1	241.8	192.8
Southern Accents (4X)	—	—	81.3	80.6
Southern Living	166.4	162.3	488.2	474.6
Sunset Magazine A.	159.9	168.7	513.1	528.3
Texas Homes	73.6	91.5	275.6	303.6
Workbench (6X)	—	—	134.5	132.4
Total Group	**1,643.1**	**1,665.8**	**6,302.8**	**6,216.7**
% change	**–1.4%**		**+1.4%**	
— In-flight & other passenger —				
Aboard Group (7) (4X)	—	—	—	—
Alaskafest	43.0	40.4	153.7	153.3
American Way	96.8	72.6	332.1	244.0
East/West Network:				
Amtrak Express	39.3	42.0	153.0	145.2
Continental	69.5	61.8	236.1	203.8
Eastern Review	106.3	82.3	386.8	308.8
Ozark	45.0	45.5	156.3	157.0
PSA Magazine	89.3	91.2	306.0	325.8
Pan Am Clipper	41.5	34.5	160.2	147.5
Republic Scene	56.5	—	191.3	—
United	98.3	74.0	328.6	266.0
USAir	57.5	44.3	211.3	157.7
Western's World	63.7	—	219.8	—
Halsey Publications:				
Air Cal	45.5	—	125.4	—
Delta Sky	66.0	54.5	244.6	186.5
Skylite	22.0	—	53.5	19.0
Hawaii	14.4	23.2	63.7	92.9
Pace (6X)	—	—	68.9	57.9
Spirit of Aloha	14.3	22.4	60.9	93.0
Southwest Airlines	99.9	91.5	381.2	340.0
Webb Publications:				
Frontier	41.3	42.0	149.9	154.3
Northwest Orient	39.6	34.3	144.2	119.3
TWA Ambassador	52.0	55.7	183.2	171.2
Total Group	**1,201.7**	**912.2**	**4,310.7**	**3,343.2**
% change	**+31.7%**		**+28.9%**	
— Men's —				
Esquire A.	56.0	54.7	284.0	192.3
Firehouse Magazine	42.3	39.3	155.2	149.8
Gentlemen's Quarterly A.	114.3	108.0	391.7	361.1
Penthouse A.	54.1	63.0	208.8	255.6
Playboy A.	86.6	105.3	299.1	413.3
Total Group	**353.3**	**370.3**	**1,338.8**	**1,372.1**
% change	**–4.6%**		**–2.4%**	
— Metropolitan —				
Aloha (6X)	—	—	49.3	56.5
Atlanta	60.8	73.1	197.8	252.0
Baltimore	50.3	62.3	204.8	221.6
Boston	125.7	124.3	472.7	446.5
California	82.0	74.1	225.8	252.0
Carolina Lifestyle	23.7	45.2	79.4	45.2
Charlotte (10X)	20.2	16.2	86.5	54.2
Chicago	177.3	167.7	471.0	504.5
Chicago's North Shore	88.5	59.3	307.1	228.5
Cincinnati	54.9	53.0	201.1	211.6
Cleveland	68.2	74.8	247.0	206.0
Coast (52X)	306.4	317.1	643.9	702.0
Columbus Monthly	69.7	85.9	218.5	274.2
Commonwealth	18.2	67.3	96.6	279.9
Connecticut	85.2	82.7	286.8	267.9
Country Magazine	38.2	26.5	103.4	87.2
County Life	45.0	—	167.0	—
D/Magazine, Dallas/Ft. Worth	121.2	111.8	395.7	391.7
Denver	42.1	40.4	128.5	138.5
Exclusively Yours, Wisconsin	109.8	113.2	272.7	283.3
Gold Coast Life	40.0	69.5	171.0	314.0
Grand Rapids	51.7	40.6	179.0	164.4
Gulfshore Life (10X)	57.3	73.0	288.6	330.0
Honolulu	65.2	70.6	245.1	252.2
Houston City	67.3	73.0	226.9	229.7
Indianapolis	35.4	36.2	165.8	216.9
Kansas City	22.2	23.5	101.5	84.4
Long Island Life	22.0	30.0	113.0	30.0
Los Angeles	181.5	201.0	655.5	708.5
Louisiana Life (6X)	—	—	141.5	104.9
Madison	34.0	40.0	153.0	152.0
Miami	91.7	89.3	343.1	366.8
Milwaukee	16.5	27.3	37.7	110.5
Minneapolis/St. Paul	94.4	75.1	298.1	286.0
Monthly Detroit	111.3	50.5	266.6	210.2
Nashville	—	—	—	—
New Jersey Monthly	54.1	53.5	188.1	200.0
New Mexico	23.0	26.1	80.8	102.1
Ohio	38.3	36.7	136.1	138.1
Omaha	11.8	15.3	60.3	79.4
Oregon	19.8	16.1	67.8	72.1
Orlando	71.8	60.5	288.8	278.3
Pacific Northwest (10X)	24.5	33.7	66.2	93.0
Palm Beach Life	86.7	102.7	389.6	457.8
Palm Springs Life	123.5	114.0	580.5	581.5
Philadelphia	135.2	130.4	464.5	464.3
Phoenix	73.3	88.9	305.2	339.5
Pittsburgh	69.3	58.8	217.0	168.2
St. Louis	61.0	70.7	201.5	245.3
San Diego	164.2	144.2	532.6	497.7
San Francisco	66.4	52.3	219.6	186.0
San Francisco Focus	46.8	40.0	159.3	135.9
Shenandoah/Va. Town&Country (6X)	—	—	73.8	57.6
Tampa	28.5	32.8	123.4	132.9
Texas Monthly	132.5	145.5	404.7	444.9
Twin Cities	44.4	46.4	163.2	176.1
Washington Dossier	52.7	35.3	188.0	136.4
The Washingtonian	134.9	142.0	517.9	492.5
Total Group	**3,918.6**	**3,940.4**	**13,670.9**	**13,964.2**
% change	**–0.6%**		**–2.1%**	
— Movie/romance/radio/tv —				
Macfadden's Women's Group:				
Modern Romances	24.5	25.2	108.8	116.2
Secrets	24.5	25.2	108.8	116.2
True Confessions	24.5	27.6	108.8	122.9
True Experience	24.5	25.2	108.8	116.2
True Love	24.5	25.2	108.8	116.2
True Romance	24.5	25.2	108.8	116.2
Sterling Women's Group:				
Daytime TV	30.3	31.3	122.7	120.5
Modern Screen	31.3	34.3	66.1	67.6
Movie Mirror (6X)	—	—	31.3	34.3
Photo Screen	—	—	—	32.3
Soap Opera Stars	24.3	25.3	97.8	75.9
TV Movie Screen	—	34.3	66.1	67.6
TV Picture Life	—	—	29.3	66.6
Teen Bag (6X)	8.7	—	11.1	11.5
Total Group	**241.6**	**278.8**	**1,077.2**	**1,180.2**
% change	**–13.3%**		**–8.7%**	
— Music/entertainment —				
American Film (10X)	26.5	25.0	96.4	80.2
Circus Magazine	23.5	24.8	97.8	110.7
Dance Magazine	75.3	71.0	257.5	255.0
Musician	57.8	48.7	235.9	206.3
Playbill	51.3	56.7	196.0	207.2
Stereo Review	49.1	47.3	189.7	209.3
Total Group	**283.5**	**273.5**	**1,073.3**	**1,068.7**
% change	**+3.7%**		**+0.4%**	
— Newspaper, Sun. magazines —				
Family Weekly A.	62.6	59.1	328.7	316.5
Parade	54.6	54.4	287.3	266.9
Total Group	**117.2**	**113.5**	**616.0**	**583.4**
% change	**+3.3%**		**+5.6%**	
— Outdoor & sport —				
Alaska	45.9	51.2	152.4	182.6
The American Handgunner (6X)	—	—	77.9	71.4
American Hunter	14.1	14.5	61.3	47.6
American Rifleman	29.2	26.9	99.1	97.1
Backpacker (6X)	—	—	85.9	78.9
Bass Master (8X) A.	59.8	64.4	230.6	262.8
Bicycling (9X)	109.1	86.3	301.8	243.7
Field & Stream	119.7	87.1	400.0	325.7
Fins & Feathers A.	53.1	57.6	203.2	178.8
Fishing World (6X)	—	—	84.8	84.8
Florida Sportsman	79.0	84.0	333.0	310.8
Flying	43.5	52.4	143.7	172.1
Fur-Fish-Game	22.5	22.8	86.7	97.2
Golf Digest	101.8	85.9	380.6	302.8
Golf Magazine	71.5	64.3	368.6	400.9
Guns	22.2	28.4	103.1	123.5
Guns & Ammo	56.9	54.9	179.0	170.2
Outdoor Life	94.7	72.6	319.7	266.1
Petersen's Hunting	36.9	28.3	127.3	106.7
The Runner	52.0	42.0	159.9	131.8
Runner's World (13X)	50.5	45.8	163.3	132.0
Salt Water Sportsman	68.7	74.5	269.7	265.8
Shooting Times	33.7	24.9	131.0	110.6
Ski (7X) A.	—	—	209.7	209.7

(X) Represents the number of times published each year; publications are monthly unless otherwise specified.

A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Combined unduplicated regional ads. D. Combined issue in 1982. E. Combined issue in 1983. * All affiliated with Sunday Mag/Net. except Los Angeles Times Home Magazine and New York Times Magazine.

(Continued on Page 40)

ad linage

(Continued from Page 39)

	Current month 1983	1982	Year-to-date 1983	1982
Skiing (7X)	—	—	209.5	199.1
Skin Diver	78.4	66.9	294.3	256.6
Southern Outdoors (8X)	58.8	60.4	159.4	154.7
Sport	45.0	52.7	136.2	148.2
Sports Afield	119.8	111.5	377.0	393.3
Spray's Water Ski (10X)	48.8	46.5	131.3	135.0
Tennis	96.8	85.6	282.5	232.4
Western Outdoors (10X)	36.4	40.1	131.7	140.3
World Tennis	67.3	59.5	188.9	156.3
Total Group	**1,716.1**	**1,592.0**	**6,583.1**	**6,189.5**
% change	+7.8%		+6.4%	

— Photography —

American Photographer	48.9	42.1	194.6	174.1
Petersen's Photographic	32.4	45.5	129.3	172.3
Popular Photography	114.4	126.6	458.9	511.7
Total Group	**195.7**	**214.2**	**782.8**	**858.1**
% change	−8.6%		−8.8%	

— Religious —

A.D. Magazine (10X)	11.4	10.6	42.2	53.7
BBI Jewish Monthly (10X)	20.5	27.1	89.9	100.2
Christian Herald	34.0	42.3	143.3	156.4
Christian Life	25.8	29.0	103.6	117.1
Christianity Today	59.2	58.8	282.5	290.0
Inside (4X)	—	—	70.0	63.1
Moody Monthly	48.5	38.8	220.0	225.0
Total Group	**199.4**	**206.6**	**951.5**	**1,005.5**
% change	−3.5%		−5.4%	

— Science/electronic/mechanic —

Computers & Electronics	59.4	58.4	265.1	238.4
Creative Computing	180.0	127.0	724.9	456.7
Discover	39.5	39.7	166.5	137.2
Electronic Games	45.3	—	185.0	27.5
High Technology D.	30.2	33.1	104.6	95.9
Mechanix Illustrated	78.9	74.2	277.3	279.7
Omni A.	63.9	63.5	229.8	206.0
Personal Computing	188.7	133.0	780.9	460.1
Popular Mechanics	115.4	120.9	381.8	400.4
Popular Science	103.3	104.6	329.7	336.7
Science Digest	27.6	24.1	126.6	104.7
Science 83	30.1	33.3	117.3	114.1
Scientific American	42.8	61.3	178.8	269.8
Technology Illustrated D.	20.9	41.0	80.8	114.7
Total Group	**1,026.0**	**914.1**	**3,949.1**	**3,241.9**
% change	+12.2%		+21.8%	

— Women/fashion/service —

Bride's Magazine (6X) A.	—	—	724.0	629.0
Co-ed (10X)	28.8	114.5	113.0	122.3
Cosmopolitan A.	224.3	233.7	727.5	742.6
Essence	81.0	81.0	300.0	309.5
Family Circle A.	122.1	203.6	548.2	530.6
Glamour	183.3	189.4	610.4	601.9
Good Housekeeping A.	182.2	183.2	631.4	605.1
Handmade (4X)	—	—	30.4	21.6
Harper's Bazaar	156.1	136.6	494.8	444.7
Health	36.6	28.4	120.1	117.1
Ladies' Home Journal	81.3	74.6	343.4	274.9
Lady's Circle	8.9	11.0	37.5	36.7
Mademoiselle	144.5	141.4	464.4	446.7
McCall's	75.2	82.8	320.2	292.4
Modern Bride (6X)	—	—	597.9	629.7
Ms.	33.5	46.3	141.3	151.3
New Woman	44.0	37.3	173.0	133.6
Parents Magazine A.	75.8	75.6	282.2	265.1
Playgirl	33.7	43.3	155.3	160.2
Redbook	76.5	99.6	306.9	335.2
Self	82.0	85.9	275.3	259.4
Seventeen	121.9	123.2	369.4	393.9
Soap Opera Digest	24.5	24.5	106.5	84.3
'Teen Magazine	53.6	50.1	170.4	166.3
True Story A.	51.8	51.9	220.2	218.0
Vogue	238.1	245.7	885.7	853.0
W Magazine	74.2	94.3	396.3	404.8
Weight Watchers	29.4	30.5	118.2	109.5
Woman's Day A.	204.1	223.1	491.8	469.4
The Workbasket (10X)	30.2	28.9	157.6	158.5
Working Mother	51.6	68.9	240.0	233.8
Working Woman	95.1	85.8	343.2	299.3
Total Group	**2,644.3**	**2,895.1**	**10,896.5**	**10,500.4**
% change	−8.7%		+3.8%	

— Youth —

Boys' Life	21.9	20.9	90.1	76.5
Campus Life	34.8	35.7	186.5	205.6
Total Group	**56.7**	**56.6**	**276.6**	**282.1**
% change	+0.2%		−1.9%	

March

	Current month 1983	1982	Year-to-date 1983	1982

— Business —

Atlanta Bus. Chronicle (52X)	20.9	30.1	87.7	60.4
Barron's (52X)	195.8	197.6	566.6	506.5
Black Enterprise	48.1	45.8	134.7	127.0
Business Week (52X) A.	390.2	445.1	959.0	1,025.8
California Business	53.6	66.7	142.6	174.0
Capital District Bus. Review	38.2	35.0	104.3	90.0
Corporate Report/Kansas City	49.6	49.7	131.4	136.6
Corporate Report/Minnesota	81.2	81.5	229.0	211.3
Crain's Chicago Bus. (52X) E.	111.5	113.5	310.0	275.2
Crain's Cleveland Bus.	44.7	33.6	138.4	77.7
Dallas/Ft. Worth Bus. (52X)	32.1	50.4	102.6	129.9
Dun's Business Month	68.6	78.2	172.3	196.5
Financial World (24X)	78.6	91.7	181.6	232.7
Florida Trend	64.4	60.0	194.2	210.8
Forbes (26X)	253.5	262.8	647.3	624.5
Fortune (26X) A.	203.4	183.6	496.3	480.4
Hawaii Business	45.5	43.8	134.3	110.5
Houston Bus. Journal (52X)	137.4	219.5	447.4	514.0
Inc. Magazine A.	84.2	92.9	252.2	235.9
Income Opportunities (10X)	—	—	66.6	63.8
Industry Week (26X) A.	89.7	135.0	254.8	346.1
Indianapolis Business Journal	86.6	65.3	265.3	192.2
Nation's Business A.	29.7	54.9	77.1	113.4
New England Bus. (20X) B.	98.0	57.0	195.5	177.7
New Orleans Citibusiness (26X) A.	114.4	41.8	330.0	158.4
Pacific Business News (52X)	94.2	81.0	276.9	225.1
Pittsburgh Bus. Times (52X)	46.4	45.5	135.8	106.8
St. Louis Business Journal	95.1	90.3	279.6	261.6
Texas Business	48.5	52.4	128.1	137.7
Venture	53.8	50.9	155.3	115.1
Total Group	**2,757.9**	**2,825.8**	**7,342.1**	**7,317.8**
% change	−2.4%		+0.3%	

— Newspaper Sunday magazines* —

Arizona Republic	87.1	108.7	223.9	278.6
Boston Globe	192.2	162.8	462.2	437.0
Chicago Tribune	96.6	114.4	232.1	259.6
Cincinnati Enquirer	85.3	91.3	218.8	212.9
Cleveland Plain Dealer	99.1	76.1	207.3	187.7
Columbus Dispatch	41.2	68.5	112.6	171.3
Dallas Times Herald	85.1	81.1	228.6	215.2
Denver Post	191.7	133.0	356.3	387.8
Detroit News	—	—	—	—
L.A. Times Home Magazine	82.4	98.6	198.4	249.0
Louisville Courier-Journal	123.3	122.1	261.0	260.5
Miami Herald	64.7	76.2	173.7	201.0
New York News	51.5	59.8	142.0	163.6
New York Times Magazine	432.3	519.0	969.6	1,018.9
Philadelphia Inquirer	68.9	84.0	175.1	192.9
Toledo Blade Magazine	49.6	51.7	141.4	143.3
Washington Post	133.2	126.5	293.0	300.5
Total Group	**1,884.2**	**1,973.8**	**4,396.0**	**4,679.8**
% change	−4.5%		−6.1%	

— Weeklies/bi-weeklies —

The Advocate (25X)	96.2	71.3	327.8	173.9
Army Times Military Group:				
Air Force Times (52X)	132.2	160.5	407.0	419.2
Army Times (52X)	124.2	157.5	391.0	409.9
Navy Times (52X)	150.5	185.2	463.5	496.5
The Times Magazine	20.7	24.0	35.8	40.0
The Blood-Horse (52X)	531.5	540.3	1,778.3	1,767.5
Capper's Weekly (26X)	45.1	39.7	99.1	88.4
Commonweal (22X)	6.3	7.8	22.8	28.4
Golf World (43X)	78.2	66.7	206.3	192.5
Grit (52X) A.	29.3	23.4	95.0	78.0
National Review	36.4	28.2	93.6	73.8
New Republic (48X) E.	31.9	37.7	84.1	83.5
New York Magazine (50X)	208.1	178.8	555.1	494.4
New Yorker (52X)	306.1	403.0	781.5	888.2
Newsweek (52X) A., E.	186.9	239.3	580.1	595.2
People (52X)	287.3	313.6	687.6	732.2
Rolling Stone (25X) D.	99.7	89.7	207.2	220.8
Sporting News (52X)	47.5	56.2	150.8	142.2
Sports Illustrated (52X) A.	199.7	215.7	579.5	579.9
Time (52X) A.	206.7	231.9	590.3	594.4
Travelhost (52X) C.	—	—	—	—
TV Guide (52X) A.	291.8	283.7	1,003.7	972.7
Us Magazine (26X) E.	40.5	59.5	131.0	130.3
U.S. News & World Report (52X) A.	144.1	166.5	390.4	383.4
Total Group	**3,300.9**	**3,580.2**	**9,661.5**	**9,585.3**
% change	−7.8%		+0.8%	

— Foreign —

Buenhogar:				
Central America	1.0	2.0	2.0	8.5
Chile	1.0	2.0	1.0	2.0
Colombia	38.2	38.8	78.0	79.7
Dominican Republic	10.0	13.3	27.0	42.0
Ecuador	4.0	8.0	13.3	—
Mexico	82.8	64.5	157.7	142.2
Peru	11.5	28.5	28.8	76.0
Puerto Rico	11.5	14.5	29.8	44.0
U.S.	8.0	4.0	20.3	15.3
Venezuela	25.0	33.5	60.0	86.7
Coqueta:				
Central America	—	—	—	5.0
Colombia	2.0	4.0	3.0	16.0
Mexico	2.0	11.3	6.0	22.2
Peru	—	—	—	5.0
Puerto Rico	—	—	1.0	6.0
Venezuela	5.0	2.0	10.0	16.0
Fascinacion:				
Central America	—	—	—	—
Colombia	8.0	4.0	19.5	21.0
Mexico	12.5	9.7	24.3	19.0
Puerto Rico	—	—	—	5.5
Venezuela	6.5	11.0	25.5	31.7
Geomundo:				
Central America	6.0	5.0	8.0	9.0
Chile	7.0	6.0	11.0	12.0
Colombia	8.5	8.0	19.5	24.5
Ecuador	5.0	4.0	9.0	11.0
Mexico	8.5	11.0	16.5	25.0
Peru	7.0	8.0	10.0	20.0
Puerto Rico	5.0	4.0	8.0	16.0
Venezuela	12.0	12.0	30.2	36.0
Hombre De Mundo:				
Central America	6.3	4.0	14.3	7.0
Chile	5.0	4.0	13.0	11.0
Colombia	6.0	7.7	23.5	24.0
Ecuador	5.0	3.0	15.0	13.0
Mexico	11.5	9.5	26.0	34.5
Peru	4.0	3.0	9.0	11.0
Puerto Rico	5.3	3.0	13.8	18.0
Venezuela	11.0	12.5	44.3	44.2
Ideas Para Su Hogar:				
Central America	—	—	—	4.0
Chile	—	1.0	—	2.0
Colombia	18.0	15.5	42.5	44.0
Ecuador	3.0	3.5	4.0	16.5
Mexico	22.2	26.3	55.0	64.3
Peru	2.0	9.5	7.0	25.5
Puerto Rico	1.0	—	1.0	4.0
Venezuela	16.0	21.0	34.0	55.0
Intimidades:				
Central America	—	—	—	—
Chile	1.5	—	3.5	2.0
Colombia	1.5	1.0	3.5	6.0
Mexico	2.5	7.5	7.5	13.5
Puerto Rico	1.5	2.0	3.5	9.0
Venezuela	6.5	5.0	14.5	17.0
Mecanica Popular:				
Argentina	6.5	7.5	20.0	21.8
Central America	10.8	14.7	36.5	41.2
Chile	5.7	5.7	17.5	15.0
Colombia	14.8	19.0	48.0	52.0
Mexico	11.7	17.2	30.5	56.7
Peru	13.2	19.3	46.5	58.2
Puerto Rico	12.3	14.5	39.2	40.7
Venezuela	21.2	23.3	64.0	67.0
The Ring en Espanol:				
Mexico	—	2.0	—	6.0
Puerto Rico	—	4.5	—	9.5
U.S.	2.0	6.0	6.0	13.0
Venezuela	—	3.0	3.0	9.0
Vanidades Continental:				
Central America	4.0	11.7	12.2	38.3
Chile	5.0	19.0	11.3	34.0
Colombia	60.3	61.2	115.8	121.2
Dominican Republic	20.8	29.8	46.2	84.5
Ecuador	10.3	15.3	22.8	37.5
Mexico	168.7	140.3	288.0	290.3
Peru	23.5	41.0	54.0	92.3
Puerto Rico	40.2	44.7	93.8	113.0
U.S.	54.8	58.7	125.5	140.7
Venezuela	62.8	90.0	136.2	196.5
Business Week Int'l.	145.3	168.7	348.9	395.0
Cosmopolitan Foreign Editions:				
Australia	50.3	55.7	140.3	123.9
Brazil	40.5	30.0	102.5	61.6
France	85.6	104.6	153.4	202.4
Germany	59.6	27.8	112.6	50.9
Great Britain	96.0	104.0	205.0	212.0
Greece	38.0	36.0	115.0	118.0
Holland	27.0	33.0	45.0	33.0
Italy	79.6	64.1	139.6	122.7
Japan	32.3	41.0	92.2	87.6
Cosmopolitan en Espanol:				
Central America	2.8	4.0	6.0	10.7
Colombia	8.3	10.0	26.5	34.5
Ecuador	0.7	4.0	3.0	9.7
Mexico	85.3	66.0	145.7	155.2
Peru	6.7	10.2	17.0	31.0
Puerto Rico	18.7	23.7	46.2	66.3
U.S. (Spanish language)	14.7	16.5	41.7	48.0
Venezuela	13.8	32.0	35.8	78.3
International Communications:				
African Business	31.6	30.1	92.4	91.9
New African	15.3	15.0	68.8	76.8
The Middle East	41.0	22.0	79.4	49.9
International Herald Tribune	91.0	100.1	207.2	220.7
International Management:				
Africa	17.2	15.7	44.5	41.2
Europe	44.3	48.2	96.3	93.5
Latin America	7.0	12.8	22.0	31.8
Middle East	19.5	21.0	42.2	52.8
Pacific	17.2	16.7	43.2	43.2
Johnston International:				
Alam Attijarat	61.2	69.7	157.3	171.3
Ejecutivo	13.0	25.2	20.3	38.8
Modern Africa	19.3	31.3	37.8	63.7
Modern Asia	34.7	25.5	68.8	73.5
Newsweek International A:				
Atlantic	79.3	95.9	191.8	200.0
Latin America	27.4	33.4	71.0	62.5
Pacific	59.7	85.5	149.3	187.5
Progreso (9X)	8.3	14.2	19.3	31.4
Reader's Digest:				
Arabic	9.5	9.0	26.0	35.0
Asian	178.0	185.5	521.5	585.0
Australian	71.8	81.0	153.3	188.0
Belgian-Flemish	88.5	87.0	173.0	179.0
Belgian-French	73.0	70.0	139.0	153.5
British	61.7	69.6	178.3	160.2
Chinese 9.	71.5	78.0	249.8	256.0
Danish	41.3	78.0	108.9	136.8
Dutch	26.3	47.8	75.8	124.6
Finnish	67.0	52.8	170.5	141.8
French	62.8	71.4	147.6	181.7
German	74.8	84.4	193.0	201.6
Iberian	11.0	26.0	45.0	76.0
Indian-English	98.0	68.0	233.5	247.0
Indian-Hindi	5.0	8.0	8.0	48.5
Italian	55.0	62.0	121.0	116.5
Japanese	53.4	45.3	137.9	137.2
Korean	17.8	19.8	53.9	53.4
Latin American:				
Argentina	12.0	14.0	28.5	36.5
Brazil	11.0	9.5	24.5	26.0
Central American	9.5	11.0	23.0	33.0
Chile	9.0	14.0	28.0	46.5
Colombia	29.0	35.5	79.5	94.0
Ecuador	6.5	9.0	24.0	32.0
Mexico	49.2	57.8	120.8	129.6
Peru	7.5	8.5	24.0	26.5
Puerto Rico	6.5	5.5	12.5	21.5
U.P.B.	8.5	10.0	25.0	35.5
U.S. Spanish	10.5	17.0	37.5	49.0
Venezuela	17.5	20.0	34.5	53.0
New Zealand	79.5	57.5	205.0	165.5
Norwegian	42.5	74.5	87.0	123.8
Portugal	52.5	52.0	97.5	100.5
South African	76.0	73.5	205.0	224.0
Swedish	32.0	50.5	63.5	95.0
Swiss-French	42.0	36.0	77.0	81.0
Swiss-German	52.0	47.0	99.0	97.0
Time International:				
Time-Asia	74.8	92.5	192.8	213.9
Time-Atlantic	85.0	111.7	216.4	254.9
Time-Canada	146.6	205.0	355.8	414.7
Time-Latin America	37.7	78.9	98.1	160.5
Time-South Pacific	125.6	156.2	280.9	330.9
Visao (52X)	126.0	118.0	357.9	273.7
Vision/Latin America (26X) A.	17.7	28.5	60.8	86.4
Total Group	**4,592.8**	**5,127.3**	**10,953.8**	**12,379.2**
% change	−10.4%		−11.5%	